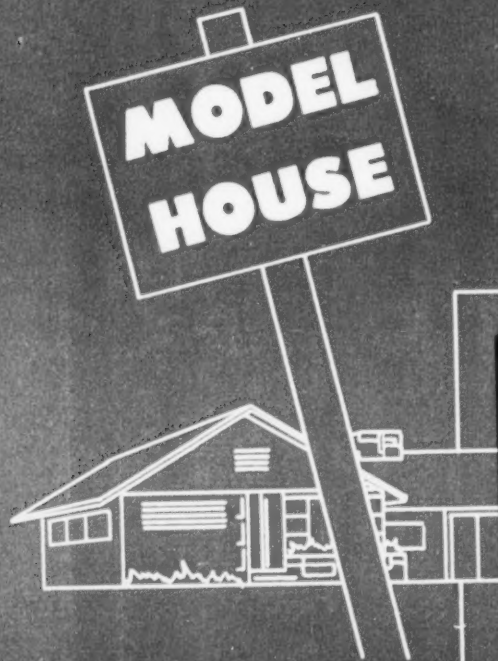


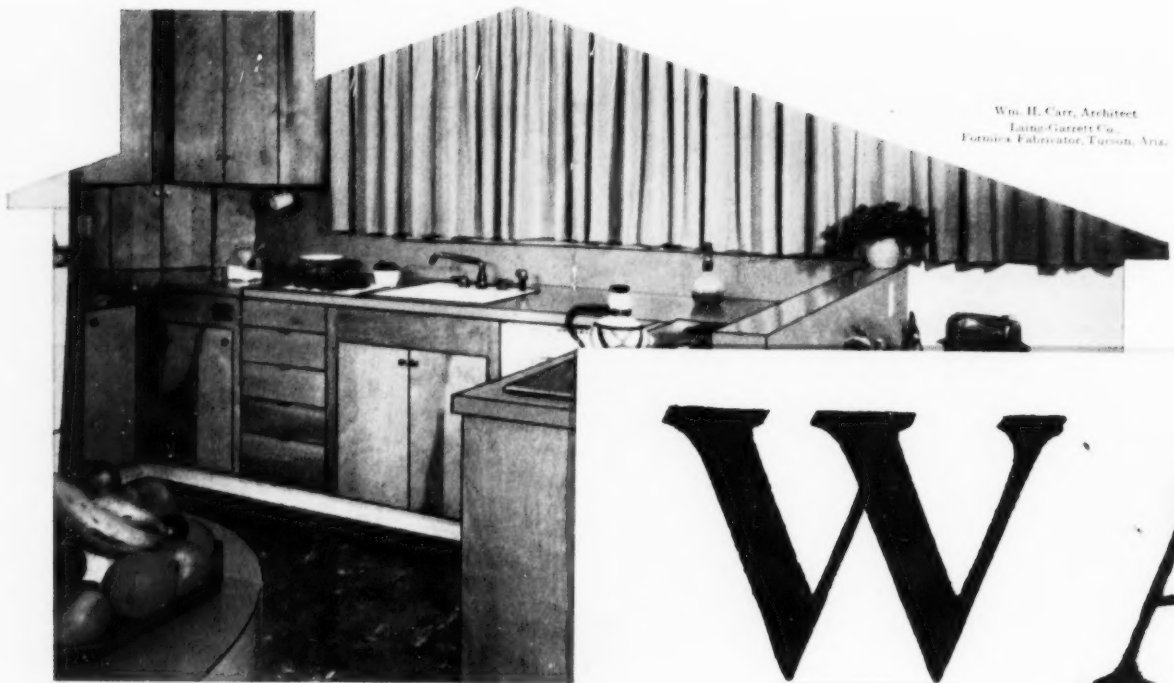
AUGUST 1953

NATIONAL  
**REAL ESTATE**  
and **BUILDING**  
JOURNAL



**New  
Demonstration  
House  
Techniques**

**See pages 22-37**



Wm. H. Carr, Architect  
Laine-Carrett Co.  
Formica Fabricator, Tucson, Ariz.

## FORMICA Helps a House Beco

The heart-warming colors and smooth pleasant feel of Formica lead to love at first sight for home buying prospects.

But equally important, Formica on kitchen and bathroom surfaces is easy to live with, easy to clean, and its own.

Look in the classified phone book under "Plastics" for a Formica fabricator. He will do a custom job to your specification. Many nationally sold kits are available with Formica tops. Always ask for Formica by name and this assurance directly on the product.

*This*

THE FORMICA COMPANY, 4559 Spring Grove Ave., Cincinnati 32, Ohio  
In Canada: Arnold Banfield & Co., Ltd., Oakville, Ontario



# WAY PAGE



# VY IES



**MENGEL**

*Mahogany*

**FLUSH DOORS**

**HOUSE VALUES—**

**ANY DOMESTIC WOODS!**

Genuine African Mahogany is recognized everywhere as the King of Woods—is far more *desirable* than ordinary woods.

Mengel Mahogany Flush Doors are built with faces of genuine African Mahogany, which *automatically* upgrades any building in which it is used.

Yet you can buy Mengel Flush Doors, or Standardor Flush Doors, with faces of genuine African Mahogany, for fewer dollars than you'd pay for comparable doors of almost any domestic wood!

The Mengel Company operates its own logging concession and mill in the best Mahogany section of Africa, and imports this King of Woods in tremendous volume. *You get the savings!*

Equally important, Mengel and Standardor Flush Doors are built *better*, to give *better service*. Compare specifications, either in Sweet's or at your dealer's. You'll be glad you investigated!

Door Department  
THE MENGEL COMPANY  
Louisville, Kentucky



Wm. H. Carr, Architect  
Lester-Garrett Co.,  
Formica Fabricator, Tucson, Ariz.

## FORMICA Helps a House Become a Home

The heart-warming colors and smooth pleasant feel of Formica lead to love at first sight for home buying prospects.

But equally important, Formica on kitchen and bathroom surfaces is easy to live with,

easy to clean, and a joy to own far into the future. Its resistance to boiling water, alcohol, acids and alkalis, and all-round hard use is so well known to homemakers that the name Formica has a sales magic all its own.

Look in the classified phone book under "Plastics" for a Formica fabricator who will do a custom job to your specification. Many nationally sold kitchen cabinets are available with Formica tops. Always ask for Formica by name and look for this assurance directly on the product.

THE FORMICA COMPANY, 4559 Spring Grove Ave., Cincinnati 32, Ohio  
In Canada: Arnold Banfield & Co., Ltd., Oakville, Ontario

*This mark certifies genuine*

Beauty Bonded  
**FORMICA**  
Reg. U. S. Pat. Off.

Guaranteed by  
Good Housekeeping

Pays in Performance







**MENGEL**

*Mahogany*

**FLUSH DOORS**

**ADD \$\$\$ TO HOUSE VALUES—**

**YET COST LESS THAN MANY DOMESTIC WOODS!**

**G**enuine African Mahogany is recognized everywhere as the King of Woods—is far more *desirable* than ordinary woods.

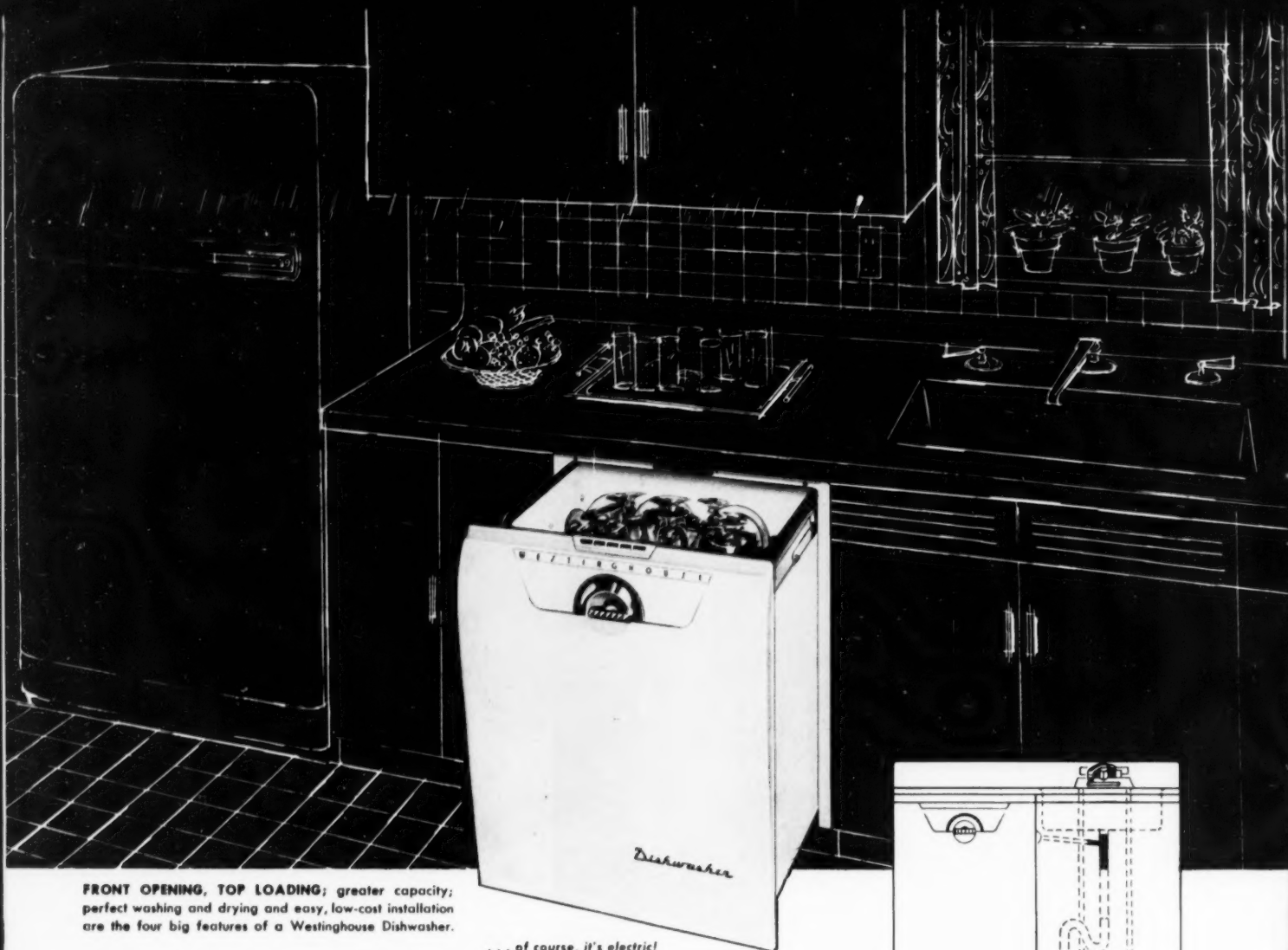
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Door Department  
**THE MENGEL COMPANY**  
Louisville, Kentucky



**FRONT OPENING, TOP LOADING;** greater capacity; perfect washing and drying and easy, low-cost installation are the four big features of a Westinghouse Dishwasher.

... of course, it's electric!

## Want higher rent revenues?

New Westinghouse Dishwasher makes it easy to Upgrade apartments and rental properties

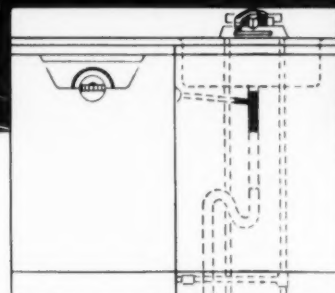
There are no "buts" about it, a Westinghouse Dishwasher is an appliance that has general appeal to your typical renters.

Young couples with growing families like the timesaving and sanitation features. Working wives—and there are millions of them—need relief from the tedious and time-consuming chore of daily dishwashing. And every prospect for a deluxe apartment expects to find it equipped with an automatic dishwasher.

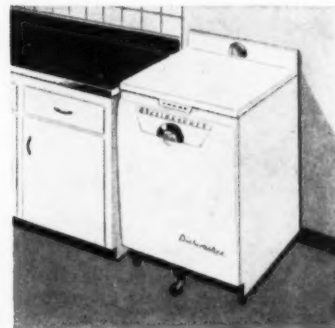
The Westinghouse Under-Counter Dishwasher is easy to install in new or old kitchens. It is only 24 inches wide and

slips under standard-height counters. The front-opening, top-loading design means there is no sacrifice of valuable kitchen work surface. A separate drain line is not needed. This Dishwasher drains through the existing sink drain line.

The Westinghouse Dishwasher is styled to arrest attention because it has a different look from the cabinets or sink. This high styling is available in the Under-Counter, the free-standing Cabinet, the Dishwasher-Sink combination and a new Portable Model. Contact your Westinghouse Distributor for complete specifications or write direct.



**EASY, LOW-COST INSTALLATION**—A simple Y tail pipe, supplied with the Dishwasher, makes connection to sink drain line easy. Dishwasher drain is pump operated—no separate trap or drain line necessary.



**NEW, PORTABLE MODEL**—It's a full-sized Dishwasher on wheels. Rolls easily up to sink for snap-on connection to sink faucet. Rolls out of the way when dishes are done.

**WESTINGHOUSE ELECTRIC CORPORATION**  
Electric Appliance Division • Mansfield, Ohio

Makers of Refrigerators, Ranges, Laundromats®, Dryers, Dishwashers, Water Heaters, Vent Fans and Food Waste Disposers.

**YOU CAN BE SURE...IF IT'S Westinghouse**

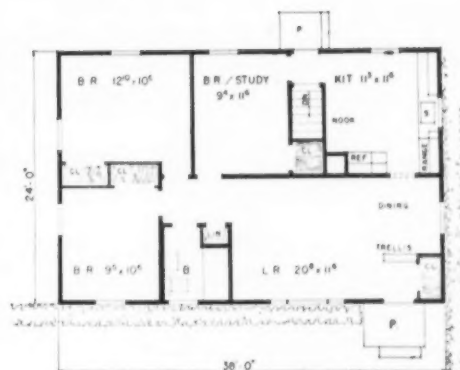


**COMPANION APPLIANCE** is the Westinghouse Food Waste Disposer for quick, sanitary removal of food waste. Easily installed in all standard sinks.



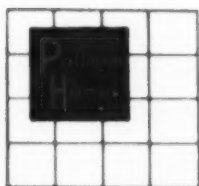
## Look Close!... they're factory assembled

Here's custom styling—plus the advantages of cost-cutting factory assembly. Note the clean modern design, a trademark of Richard B. Pollman, creator of some of America's most salable small homes. Housewives like the efficient floor plan—a practical answer to the demand for convenient living and plenty of storage at a modest price. Hundreds of builders have proved Pollman Homes are profitable to build—easy to sell—easy to finance. Accepted by FHA and VA for financing they are a sound investment for the future.



For builders in southern and gulf coast states Thyer offers Southerner Line—a complete line of Pollman Homes designed for warmer climates and manufactured at Collins, Mississippi.

# THYER



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Toledo, Ohio

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Jackson, Miss.

## "Survey shows enthusiastic response to our Perfect Home Magazine"

says Realtor-Builder Lee Mossbarger

"**P**ERFECT HOME Magazine is my way of calling regularly on the most influential people in our city," says Realtor-Builder Lee Mossbarger of Watsonville, California.

"After sponsoring this fine publication for a couple of years, I was curious to know how effective it was. I made a return post card survey of my mailing list and was more than gratified with the enthusiastic response and compliments I received.

"I am about to enter my fifth year of sponsorship of PERFECT HOME with complete conviction that it is the best goodwill builder I have ever used."

Leading real estate, home building, and home financing organizations throughout America share Mr. Mossbarger's enthusiasm for the PERFECT HOME program. These leaders realize that purchasing a home is usually a family's largest single expenditure in its lifetime, and most families seek to deal with a firm which merits their confidence and enjoys an unimpeachable reputation.

To help build that confidence and reputation, PERFECT HOME performs a service for the key people in a community whose opinions are respected. It is like a personal call, going into the homes of these people as the sponsor's own publication. Thus, PERFECT HOME cultivates third party influence and becomes a community force for home ownership.

Skillfully written and beautifully illustrated, PERFECT HOME Magazine gains maximum reader interest among these people. Sparkling photographs and editorial copy show the latest in home design, construction, decoration, and equipment. Every issue connotes quality, high ethics, fair dealing, and promotes the "home idea" for the group holding the exclusive franchise in a community.

Cost of the PERFECT HOME program is nominal. Art, editorial, and other preparation costs are spread among sponsors throughout America. Local reproduction and mailing costs are in turn shared locally among selected, leading firms. These co-sponsors thus combine collectively to encourage home ownership.

A limited number of annual, exclusive, renewable franchises are still available in certain communities to organizations of unusually high qualifications. If you are interested, please address your inquiry to:

### STAMATS PUBLISHING COMPANY

CEDAR RAPIDS, IOWA



Lee Mossbarger, in addition to conducting a real estate business in Watsonville, California, is secretary of a building corporation which has just completed a subdivision of 120 homes. The firm is planning another project which will include a shopping center. Mr. Mossbarger, a civic leader, is a vice president of the California Real Estate Association.





Look!  
Compare!

# American Kitchens

See the features that help

## TURN "LOOKERS" INTO BUYERS!



### American Kitchens features that help sell homes faster:

1. Easy to clean—smooth surfaces with no dirt-catching handles. Today women are looking for homes with convenience work-saving features!
2. One-piece tops of lifetime vinyl—no seams to catch dirt. Choice of 4 colors: red, blue, green or black to add sales appeal to your houses.
3. Sink bowl 15% larger—no dirt-catching ledge. An exclusive American Kitchens feature that is a selling plus!
4. American Kitchens Roto-Tray Dishwasher—really work-free dishwasher. Proved the

one appliance that sells homes fastest.

5. Giant storage space at fingertip level. Solves sales stumbling-block of insufficient kitchen storage room.

6. Rounded one-piece drawers clean as easily as wiping out a bowl. An American Kitchens sales-maker that demonstrates superior die-formed steel construction.

7. Convenience feature—step-saving exclusive Serv-Cart... the kind of feature that helps turn "lookers" into buyers.

**American  
KITCHENS**

"SAVE 1000 STEPS A DAY"

American Kitchens Division  
AVCO Manufacturing Corporation  
Connersville, Indiana, Dept. No. NRB  
Please send me complete information  
about American Kitchens and your  
new Architects' and Builders' File.

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City \_\_\_\_\_

Zone \_\_\_\_\_

State \_\_\_\_\_

AMERICAN KITCHENS DIVISION



CONNERSVILLE, INDIANA



## SIGNS OF THE TIME LIFT-OUT WINDOWS

The key word today is "convenience." It is wrong for anyone to think that our modern architects are *primarily* concerned with designing homes for beauty *alone*. The best architects put convenience *first*, then *beauty*. Architects prefer R-O-Ws by 2 to 1.

See your local lumber dealer or write

R-O-W SALES COMPANY 1336-78 ACADEMY AVENUE • FERNDALE 20, MICHIGAN

## From Journal Readers

• Nutter Article

Editor's Note:

Armel Nutter's analysis of the mortgage market situation, "Where Is the Mortgage Market Headed," which appeared in the June issue, stirred considerable interest among leading realtors, mortgage bankers and others around the nation. Here are two typical letters from the flood of mail he received after the issue was published:

Dear Armel:

I read with considerable interest your article in the June JOURNAL. You touched on one point that is paramount in my mind as a conservative, and that is what small stakes the average present-day buyer has in his mind. Many of these young people take on obligations and extend their credit into many other fields with no thought of the day of reckoning, and they are buying homes of inadequate size for growing families in remote sections requiring an automobile and seem to have the attitude that if things get tough, they can always walk out.

I think this is because many of them have not been properly impressed when they created the mortgage obligations, and while it is true that the Delaware Valley seems destined for a boom, we are

## About the Authors

BEATRICE WEST, a native of Dallas, Texas, is now one of today's foremost color consultants and interior decorators for merchant builders. She got her start in New York when Levitt & Sons invited her to color-style homes for them. Recently, Miss West took over the gigantic task of color styling and decorating 276 model homes opened simultaneously in 31 different states by builders of National Homes.

In private life, she is the wife of Jack Wittrup, New York commercial artist. The couple and their daughter, Marcia, live in Roslyn, Long Island, in one of the homes Beatrice colored-styled for Levitt.



all the more vulnerable to collapse, if or when these large industries slow up or shut down.

I wish to again congratulate you on the theme of your article.

Ellis C. Kircher

Dear Armel:

I would like to congratulate you on your very sensible article in the June JOURNAL on "Where Is the Mortgage Market Headed." There has been a great deal of nonsense written on this subject, and I was very happy to read your very logical analysis.

Roy Wenzlik  
St. Louis, Missouri

#### • Orchids

"I was formerly a member of the Rochester, New York, Board of Realtors. The membership fee included a subscription of the NATIONAL REAL ESTATE AND BUILDING JOURNAL. Now a member of the Fort Lauderdale Board of Realtors, I picked up an old copy of the JOURNAL and believe me, I didn't realize how much I had missed it and its informative articles. I'm sending in my subscription for a two year period."

JOHN J. GOKEY,  
Fort Lauderdale, Florida

"I've taken many real estate services and magazines, but none compare to yours."

Fernand J. Montagne  
Abbeville, Louisiana

"Don't let my subscription to the JOURNAL expire. This is my favorite magazine."

Juliet Dowling  
Atlanta, Georgia

"Thank you. This is a wonderful journal and I get lots and lots out of it."

Ses Haynes  
Tyler, Texas

"It's the best real estate journal money can buy. Keep up the good work. I read it from cover to cover."

Michael Martin  
Camden, New Jersey

"We are very proud of the JOURNAL and believe that it is the finest of any of the publications that come across our desk. We use it regularly in our weekly meetings."

Floyd Lowe  
Palo Alto, California



## LIFT-OUT WINDOWS SIGNS OF THE TIME

Eliminate the annoyance and hazard of climbing ladders to wash windows. R.O.W. patented construction permits removal of the window from inside the house for easy washing, painting, or glazing indoors. And—snug-glide construction is an R.O.W. exclusive.

See your local lumber dealer or write

R.O.W. SALES COMPANY 1336-78 ACADEMY AVENUE • FERRDALE 20, MICHIGAN

# New Century Homes Sell Faster.....Build Faster



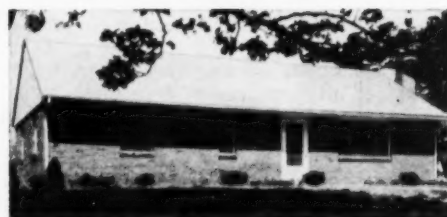
## Four bedrooms, breezeway, garage, full basement

Have you considered building homes to take advantage of the more liberal financing terms available on new houses? Then investigate the New Century Homes because they offer conventional house appearance at prefabricated home speed.

Where else can you get these features at a price competitive to any other new house being built today? Conventional siding. Plywood sheathing throughout. Painted or papered interiors. Fiberglass insulation. Gabled or hip roofs. Youngstown Kitchens. Van Packer Chimneys. Two-, three-, and four-bedroom homes. Utility rooms or basements. Over 200 basic floor plans. Eligible for FHA, VA and conventional loans. Hardwood flush-panel interior and exterior doors. Automatic heating systems. Three picture windows. Shoulder-high windows. Rusco Double-hung Steel Windows. Self-storing plastic screens. Hinged, sliding, or folding closet doors. Catalog, advertising, sales and plan service.

New Century Homes are eligible for most subdivisions—even brick or stone veneer. Personal service by experienced management. Make your building operation easier—investigate these outstanding homes. Always new, always modern. Union made by United Brotherhood of Carpenters and Joiners of America, Local 215, the American Federation of Labor.

Call, write or visit us today.



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**New Century Homes, Inc.**

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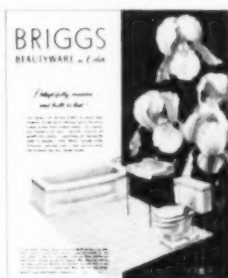
“SERVING BUILDERS SINCE 1946”

Indiana Highway 26 East of 52 By-Pass





*Low priced homes, too, sell faster with two bathrooms of*



In such widely read magazines as The Saturday Evening Post and Better Homes and Gardens, Mr. and Mrs. Home Buyer are being reminded that the Briggs Beautyware name stands for quality—and they're buying Briggs Beautyware!

No longer is the two-bathroom home the mark of wealth. Forward-looking builders today realize that a second bathroom is the most powerful selling feature they can put in *any* home—even in the medium and low price class. And when both bathrooms are equipped with Briggs Beautyware plumbing fixtures in gorgeous non-fading color—the house is as good as sold!

There are no finer plumbing fixtures anywhere than Briggs Beautyware—both non-porous vitreous china and acid-resistant, porcelain enameled formed steel. Built to last—and look new through years of dependable service—they are rapidly becoming the first choice of discriminating home owners everywhere.

**BRIGGS**  
*Beautyware*

When home buyers learn how little a second Briggs Beautyware bathroom increases their monthly payments, they're delighted. Sell more homes faster by including two Briggs bathrooms in all your specifications! © 1953

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# "Our #1 sales feature was the complete



G-E DISPOSALL®



AUTOMATIC G-E DISHWASHER



40-INCH "SPEED-COOKING" G-E RANGE



**D. M. CAPPS**, general manager, Gaines Construction Co., Miami, Florida.

## RESULT: "We sold

**MR. D. M. CAPPS SAYS:** "Before signing the contract with General Electric, we contacted many other appliance manufacturers and finally decided to go all General Electric because we realized that we would have much *better* customer acceptance with General Electric Appliances.

"The decision was a wise one then, and is still paying dividends in continuing sales through satisfied homeowners—owners who don't hesitate to tell their friends how much they enjoy their new home, and their G-E Kitchen-Laundry."

Shown above, Mrs. Hazel J. Spoerlein, a "Golden Glades Estates" homeowner, demonstrates to Mr. Capps how pleased she is with her G-E Kitchen-Laundry equipment.



# GENERAL ELECTRIC

# General Electric Kitchen-Laundry..."



G-E ROOM  
AIR CONDITIONER



8-CU-FT G-E  
REFRIGERATOR



G-E AUTOMATIC  
CLOTHES WASHER



G-E 30-GALLON  
WATER HEATER

## 56 houses the first day!"



- Prospects for the \$11,775 "Golden Glades Estates" houses were delightfully surprised that the complete General Electric Kitchen-Laundry added only \$5.82 to monthly mortgage payments.

**NO QUESTION ABOUT IT.** The General Electric Kitchen-Laundry helps to sell houses *faster*.

Houses have much greater acceptance when women see all the wonderful, timesaving General Electric Kitchen-Laundry equipment, and learn that it adds as little as \$5.82 a month extra to regular monthly mortgage payments.

### **WE WILL WORK WITH YOU**

Your G-E distributor builder specialist will work with

you, and place before you all the builder sales experience of the General Electric Home Bureau.

He has complete promotion plans for the opening of your model house—plans that have helped other builders merchandise their homes so successfully. Take advantage of this merchandising program to sell your houses faster in *today's* competitive market.

See your G-E distributor, or write to: Home Bureau, General Electric Company, Louisville 2, Kentucky.

# LEADING BUILDERS EVERYWHERE



Mr. N. V. Bussmann, prominent midwestern builder now erecting modern homes in suburban St. Louis.



Mr. John Regier, prominent architect and builder of quality homes in Wichita.



Mr. E. E. Peterson, Peterson Construction Company—builders of quality homes in Lincoln, Nebraska.



Mr. Wm. Ochse, prominent San Antonio builder, a Director of the National Home Builders Association.



Mr. B. Stromberg, leading Chicago builder and creator of the completely air conditioned "Tribune House".



Mr. Robert Gerholz of Community Homes, builders of fine modern homes in the Flint, Michigan, area.



Mr. David Augustus, leading Indianapolis builder and creator of the "Morning Glory House".



Mr. F. C. Walters of Modern Builders, Inc., developers of Brentwood Village, Cincinnati.



Mr. Albert Saucier, Jr., partner, Saucier & Gillin, developers of "Home of the Future" in New Orleans.



Mr. J. A. Parker, now erecting 550 modern homes at "Birchwood" and "Ashford Park" in Atlanta.



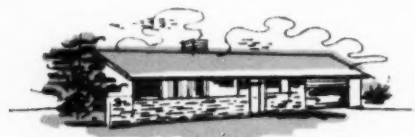
Mr. W. G. Underwood, leading Dallas builder now developing the "Preston Hollow" area of Dallas.



Mr. L. W. Prokop, leading Houston builder and president of Houston Home Builders Association.



Mr. R. W. Cabaniss, a leading builder of custom homes in and around Richmond, Virginia.



Mr. Emil Keen, noted Long Island builder now engaged in a 52-home development in Huntington, New York.



Mr. Marcel Robins, builder of luxurious homes in White Plains and Scarsdale, New York.



Mr. F. T. Ferrigno, now erecting 210 modern homes near Hartford (Tom-Lin Heights).



Mr. C. DiFelice, leading Pennsylvania builder now erecting 200 homes at King of Prussia, Pennsylvania.



Mr. John Larson of John E. Larson & Son, builders of modern homes in Pittsburgh and Mt. Lebanon, Pennsylvania.



# RATE **COMMAND-AIRE TWINS**

## YEARS MOST POWERFUL

## **SALES FEATURE!**

The way Bryant's "Command-Aire" Twins are helping to sell homes for many of the nation's leading builders offers an opportunity for you. Specifically, it's year 'round conditioning that's . . .

**20 to 35 per cent lower in cost!**—to let you offer this one-time luxury feature in moderately priced homes—to mass market buyers. Moreover, you can offer . . .

**Cooling initially, or later!**—The "Twins" are independent heating and cooling units of matched design. Homeowners can install the furnace first (gas or oil) and add the twin cooling unit at their convenience. And you needn't worry about space because the "Twins" offer . . .

**Unusually compact design!** Using as little as  $7\frac{3}{4}$  square feet of floor space, you can tuck them away in a closet, alcove, utility room or basement.

Some of the many prominent builders already enjoying faster, more profitable sales with "Command-Aire" equipped homes are listed on the opposite page. Why not investigate "Command-Aire" advantages yourself. And ask about Bryant's supporting program to help you sell your homes. Call your Bryant Distributor, or write: Bryant Heater Division, Affiliated Gas Equipment, Inc., 17825 St. Clair Ave., Cleveland, O.

There's no place like home  
with a . . .



**bryant**<sup>®</sup>  
HEATING • AIR CONDITIONING      WATER HEATING

Bryant's "Command-Aire" Twins include either a gas or oil furnace in any one of a complete range of sizes matched with a 2, 3 or 5-ton cooling unit.



# NATIONAL REAL ESTATE and BUILDING JOURNAL

## CONTENTS

From Journal Readers . . . . .	8	The Law Says . . . . .	35
About the Authors . . . . .	8	How to Make Model Houses Your Best Salesmen . . . . .	36
Editorial . . . . .	21	By Beatrice West . . . . .	36
It's Time to Shift Your Selling Into High . . . . .	22	Keep Your Management System Simple . . . . .	38
Their Promotions Get Double Mileage . . . . .	28	By Earl Teckemeyer . . . . .	38
What Real Estate Editors Say About Demonstration Houses . . . . .	30	Product Progress . . . . .	40
Case Study of a Master Merchandiser . . . . .	32	Tax Facts . . . . .	43
		Among Ourselves . . . . .	44

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## THE JOURNAL REPORTS



### Hard or Easy?

The tight mortgage market condition continues to be top housing news. Different segments of the industry still disagree on the extent and the effects of the "hard" money policy. Some are optimistic, many are pessimistic.

On the one hand, builders are moving ahead cautiously, making certain they have adequate financing before proceeding with construction. On the other hand, volume of mortgage lending by certain types of lenders is topping previous years.

Charles L. Clements, president of the United States Savings and Loan League, goes so far as to say that home mortgage lending in 1953, led by savings and loan associations, will probably top all postwar years. Clements says the volume of mortgage credit for the first four months of 1953 totalled \$6.127 billion. Previous high for this period was \$5.444 billion, set last

year. Savings and loan institutions made loans totaling \$2.226 billion — 36.3% of the overall total.

Another League official, Norman Strunk, executive vice president, says there is plenty of credit available for veterans who want to buy homes.

But NAHB president, Emanuel Spiegel, who with other industry leaders has fought tooth and nail for easing of government restrictions and control in the housing field, refutes the League officials' optimism.

"A telegraphic survey just conducted by NAHB shows that builders in every section of the country are curtailing operations or will do so in the very near future unless the log-jam of mortgage credit is broken," he says.

Spiegel backs up his argument with more facts. "The thousands of construction craftsmen and allied workers who have lost their jobs or may soon be idle might find the League's optimism hard to swallow."

(Please turn to page 18)



#### ◀ greater beauty and utility

Here's a new, fresh and interesting treatment in awning windows! Note how the sash are set at a pleasing angle, permitting a sturdy and well-proportioned sash and reducing sun glare and sound transmission.



#### easily controlled operation ▶

The bottom sash of the Silentite awning window may be opened slightly while upper sash remain closed. All sash may be mechanically opened or closed as desired. The opening process may be stopped at any point, and the bottom sash closed to prevent drafts.

## Now *Curtis* Introduces striking new features in the Silentite Awning Windows

Constant improvement is a Curtis watchword. And so today, Curtis introduces new, exclusive features in an *all-climate* wood awning window—features of weathertightness, beauty, and positive control which make these windows outstanding in their field...



#### ▲ weathertight under all conditions

Spring leaf bronze weather-stripping is set in the head jamb—the rest of the unit is completely weather-stripped with durable, refrigerator-type plastic. Completely non-porous, this plastic weather-stripping fits snugly, creating a weather-tight seal under all conditions. The specially-designed hardware operating the sash permits unlimited ventilation control. Single crank below the window operates all sash, and sash are easily cleaned from inside.

Get all the facts about Silentite Awning Windows—a new addition to the broad Curtis window line including Silentite double-hung windows and casements... picture windows... panel windows... circle windows. Mail the coupon!

### Plus these and many other important new features...

A completely assembled unit—toxic water repellent treated—may be purchased open or with single or double glazing and aluminum screens—all frame parts interlocked for weathertightness—concealed, zinc plated hardware—pivot points are solid brass—large glass area with minimum of wood between sash—overlap sash affords deep shadow lines—units available in twelve sizes.

Curtis makes a complete line of architectural woodwork and birch kitchen cabinets for homes of all types. Make your next home "all Curtis."



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Dept. RJ-8, Curtis Building  
Clinton, Iowa

Please send information about the new Curtis Silentite Awning Window—and other window styles.

Name.....

Address.....

City..... State.....

Pays for Itself in  
Maintenance Savings . . .

# REYNOLDS ALUMINUM



Reynolds Aluminum Windows are a good example of the superior investment offered by rustproof aluminum. The cost of painting and repainting ordinary windows, totalled over the mortgage life of a building, can equal the original cost of aluminum windows. After that break-even point, your maintenance savings continue as *profit*. Initial cost is low, too . . . by far the lowest of any rustproof metal. Write for literature on standard Reynolds Aluminum Building Products listed below. For curtain walls, acoustical system, insulation, roofing and siding materials . . . write **Reynolds Metals Company**, Building Products Division, 2016 South Ninth St., Louisville 1, Kentucky.

## REYNOLDS Lifetime ALUMINUM GUTTERS AND DOWNSPOUTS

ROOFING AND SIDING • NAILS • FLASHING

## REYNOLDS ALUMINUM RESIDENTIAL WINDOWS

(Casement, Awning, Double-Hung, Fixed and Picture Windows; also Screens, Storm Sash and Doors)

## REYNOLDS ALUMINUM REFLECTIVE INSULATION



## Journal Reports

(Continued from page 16)

he says. Members of the House veterans' affairs committee report they are being flooded with complaints from veterans who have been unable to get financing for home purchases, Spiegel says.

He points out that savings and loan associations finance only about one-fourth of all GI housing and that in most instances their terms are far stiffer than the minimums set by the VA, although they are doing a good job "within their limitations."

## New Housing Law

While all the controversy over mortgage money was going on, the real estate and home building industry scored important hits in the new housing bill signed into law by President Eisenhower last month. Although it is no panacea for all the industry's needs, the bill did exceed most industry leaders' best expectations.

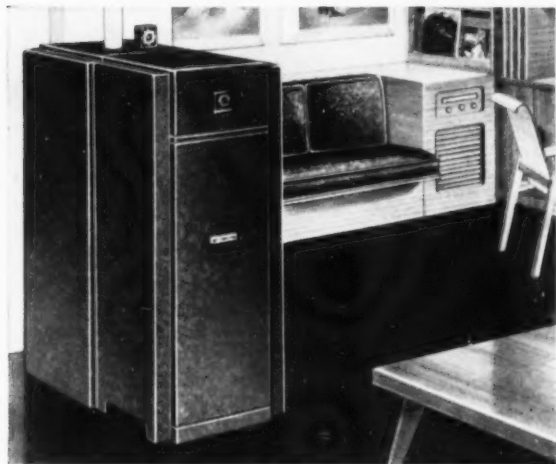
In brief the law provides:

- 1) Presidential standby authority to cut downpayment requirements to 5% on Section 203 loans under \$12,000, and to extend the terms on such mortgages to 30 years.
- 2) Elimination of discount regulation by VA and FHA. But the new law gives VA power to prevent builders from passing discount costs on to veteran buyers.
- 3) FHA authorization to guarantee \$1.5 billion in home mortgages.
- 4) Increase in FHA Title I, Section 8 maximum insurable mortgages from \$4,750 to \$5,700.
- 5) Extension to June 30, 1954 of FHA Title VIII and IX, military and defense housing mortgage insurance. Also, interest rates were brought in line with current FHA rates.
- 6) Fannie May authority to institute a one-for-one plan. Within a ceiling of \$500 million, Fannie May can make prior commitments to buy mortgages equal to amounts sold. In addition, Fannie May has \$200 million left over from \$900 million previously authorized for buying defense and disaster housing mortgages which it may use for over-the-counter purchases.
- 7) Fannie May authority to make commitments to purchase FHA Section 203 mortgages on cooperative housing to September 1, 1953. It also makes available for this purpose \$17.5 million.
- 8) Easing of newly constructed or rehabilitated housing under FHA Section 207. The bill authorizes insured mortgages of 90% of the project's estimated value after improvements are completed. This applies to a unit having two or more bedrooms and a valuation not exceeding \$8,000. For other Section 207 rental housing, the maximum insurable mortgage is 80% of the value with a maximum value of \$10,000.
- 9) Abolishing of the Home Owners Loan Corporation.
- 10) Authority for FHA to repay \$57 million to the Treasury, with interest.

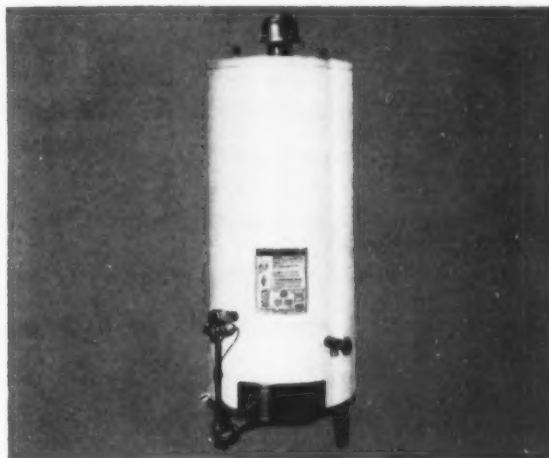


# PRODUCT NEWS from **AMERICAN-Standard**

*A review of products in the news and important features worth remembering*



**ARCOLINER WET BASE BOILER.** An oil fired cast iron boiler for first floor or basement installation in small to medium sized homes. Its unique wet base construction makes it safe on combustible floors. Available as a complete boiler-burner unit with the Arco-flame, or it may be sold for use with any good oil burner.



**NEW BUDGET WATER HEATER.** Fully automatic storage type, anode equipped. Has cast iron ribbon type burner which burns all gases . . . correctly baffled center flue for quick recovery. Heavy insulation between galvanized steel tank and outer jacket prevents heat loss. Three sizes: 20, 30 and 40 gallon capacities.



**HEATRIM PANELS.** Specifically designed for forced circulation hot water heating, these baseboard heating panels provide convected warmth throughout each room. The panels take the place of regular wood baseboards, allow use of virtually all the floor area. Panels can be installed free standing or recessed . . . are ideal for use under picture windows.



**CONVERTIBLE KITCHEN CABINETS.** American-Standard all-steel cabinets are the *only* kitchen cabinets with interchangeable drawers and shelves. You can install an economical package kitchen in the homes you build. By adding extra shelves and drawers to the cabinets at any time, buyers can create deluxe kitchens to fit their particular needs.

**For further information on American-Standard products see Sweet's Light Construction File.**



## AMERICAN-Standard

**American Radiator & Standard Sanitary Corporation, Dept. NR-83, Pittsburgh 30, Pa.**

*Serving home and industry* AMERICAN-STANDARD • AMERICAN BLOWER • CHURCH SEATS & WALL TILE • DETROIT CONTROLS • KEWAUNEE BOILERS • ROSS EXCHANGERS

**American-Standard  
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Without obligation on my part, please send me your free literature on:

- |   |  |
|---|--|
| <input type="checkbox"/> Arcoliner Boiler | <input type="checkbox"/> Budget Water Heater |
| <input type="checkbox"/> Heatrim Panels   | <input type="checkbox"/> Kitchen Cabinets    |

Name .....

Address .....

City ..... State .....

# FIRST IN *Feminine Appeal!*

—Another Big Reason Why **NATIONAL HOMES** are First in Profits to Home Builders!

"Sell the *wife*—and you've sold the house!" Every builder knows how true this is. That's why National homes are planned with women's tastes and desires foremost . . . with dozens of features to make feminine hearts yearn for ownership! As a National Homes builder you get all this extra appeal in one complete "brand-name" package from one reliable source, thus reducing overhead and increasing profits. Write or wire National Homes today!

**Nation's Largest Producers of Quality Homes**



## Ladies Love National Homes' Features Like These:

Distinctive new color schemes with harmonizing roof tones. • Kitchens have latest Crosley steel sink, base and wall cabinets; Formica-top work surfaces. • New home-laundry area; Bendix automatic washer and dryer optional. • Extra large closets with decorator-designed folding doors. • Bathroom has extra-large medicine cabinet with sliding mirror-doors, full-width vanity shelf, built-in lighting. • Inside and outside-access storage. • Shoulder-high bedroom windows giving increased space for furniture placement. • Washable, crackproof walls; may be painted or papered. • Rooms that "flow together" in spacious open-planned effect.



REAR TERRACE VIEW OF THE MONTEREY



## Guaranteed and Commended by Two Great Magazines for **WOMEN!**

National Homes' prefabricated panels and structural parts as they leave the assembly plant carry the Good Housekeeping guarantee seal and the Parents' Magazine seal of commendation as advertised therein.



## The Vital Thing — Your Reputation.....

A CARPENTER-CONTRACTOR we know wanted to get into building homes for sale. Several sites were available in his own neighborhood. Having many ideas about contemporary design, he erected a modern, flat roof style. Similar houses had been built and sold successfully in other sections of the city.

But, it took months and several price cuts to find a buyer! People who might have liked that style of house simply didn't want to live in that part of town.

This fellow overlooked one of the most important phases of good merchandising — market analysis. He failed to recognize the relationship between style and location. It could happen to anybody — perhaps even to a more experienced merchandiser.

Because there are so many facets to this business of merchandising, the JOURNAL has combed the field for the best down-to-earth ideas in merchandising and put them into this demonstration house issue. We hope that it will be helpful to you, especially during your National Home Week promotions.

To the newcomer, however, we can't resist a word of warning. There's more to merchandising than "bright" ideas. The foundation upon which your success rests is your reputation. A real estate builder can use all the high powered merchandising and advertising ideas he can afford, but if his reputation is below par, the public will shun him.

As an extreme example, think of the builders involved in a recent grand jury investigation of veterans' housing in an eastern state. Months of investigation revealed shoddy construction and sharp loan practices. The builders were not well established — they were opportunists trying to cash in on the post war housing shortage. They were guilty of such practices as failing to water-proof basement walls, using inferior grades of lumber, using unsafe construction methods for the sake of saving on material.

It wouldn't have taken a grand jury investigation to expose those builders — their reputation would have ultimately defeated them anyway.

One of the most successful merchandisers we know "merchandises" his organization every day. He watches the little things. His construction foremen keep close tab on quality of workmanship. His salesmen are courteous, friendly. He personally visits buyers of his new homes to adjust complaints. The same personal interest is shown to tenants of the properties which his organization manages.

Years of vigilance on every detail has built his reputation for trustworthiness. He realizes that good will is all-important in this business of building-managing-merchandising homes, that today's home buyer seeks to deal with a firm which merits his complete confidence. He also realizes that he must continually work toward giving satisfaction, that a bad decision or an unethical act can seriously harm him.

Reputation is like stalking a lion with only one round of ammunition — you only get one shot at it. If you miss, it can take years to repair the damage.

R.C.L.

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### *Contributing Editors:*

Earl B. Teckemeyer, Jack Stark, Sam Russell

*Art and Layout:* Donna Nicholas, director;  
Vivian Ives, Jack Hines, Sally Smith, assistants

*Advertising Service Manager:* Joan Clark

*Circulation Manager:* E. J. Dvorak

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Are your demonstration house techniques outmoded? That today's home buyers are becoming more selective is not a myth. Real estate and building executives report that it takes all the selling effort their organizations can muster to move their project homes. Here are ideas and opinions which can add sales punch to your present methods

# It's Time to

**Y**OU should give as much thought and merchandising effort to showing a demonstration house as the car dealer does to display a new automobile. This sums up the opinion of an overwhelming majority of realtors and builders contacted in a nationwide JOURNAL survey.

Good planning doesn't necessarily mean spending large sums of money or putting on a Hollywood production, although many realtors and builders operate on that scale. It means that whether a builder has 5 or 500 homes for sale, his demonstration house should be a shining sample of his finished product, just as is the auto display in the dealer's window.

## Is Landscaping Necessary?

Builders disagree on what constitutes a finished house for display purposes. Most builders contacted, for example, say landscaping is important to a house's finished appearance, especially today when selling is tougher.

Here are typical comments:

"Kept in good condition, landscaping adds beauty. If it is kept in average or poor condition it detracts."—S. Joseph Hunt, Burbank.

"A model home must be finished in its entirety to show its potentialities, not only on the interior but also on the exterior. It gives the prospect an insight which most people are unable to get by imagination alone."—Marvin Henry, Houston.

"It is as important to a demonstration house as chromework is to a new auto on display."—Mike Stetleman, Marcus London Company, Hattiesburg, Mississippi.

"Like attractive furnishings inside, landscaping dresses the outside. Buyers see the outside first — a good impression will pull them inside."—Jack H. McIntosh, Chicago.

## Furnished or Not?

Of the builders asked about furnishing demonstration houses, 80% say furnishings should be used. But they warn that they should be in good taste and never overdone.

Typical comments are:

"If properly furnished, the house is more appealing. Prospects get a better idea how furniture will fit."—George S. Goodyear, Charlotte, North Carolina.

"Leaves less to imagination. Makes a finer impression to show a finished product."—Luria Brothers, Arlington, Virginia.

"Makes rooms look larger; presents product better."—Joseph B. Haverstick, Dayton.

Those who disagree give logical reasons. For example, Leslie Markovich, Milwaukee, says, "It dis-





# shift your selling into high

## - Nationwide JOURNAL Survey

tracts people's attention from the home, and crowds the home with more 'lookers'."

F. J. Burke, San Antonio, says, "Our experience leads us to believe that it is better to show an unfurnished house than to have a model home completely furnished because furniture people tend to over-furnish and expensively furnish the low-cost houses which we build."

### Will One Style Do?

What about style of furnishings? Should several be used, or is there one which has popular appeal? Most agree with Stetleman who says a style should be used which fits the architecture of the house, but it should also be one which the furniture dealer knows from experience is popular. McIntosh adds that fitting the style of furnishings to the architecture makes for easier selling.

### Construction in Progress

Although most builders surveyed agree that it is helpful to show construction in progress, few leave wall sections open to show behind-the-wall construction. They say it is better to show other partially constructed houses nearby.

To further emphasize quality construction, most builders use placards pointing out the products used. They also display samples in the garage, basement, or site office.

McIntosh warns, however, that too much demonstrating is worse than none at all. He says, "We point out desirable features merely as statements of fact — we don't dwell on the subject."

Placards alone won't do the job. Stetleman believes products and equipment should be demonstrated in use, in their proper places in the demonstration house, by a real estate salesman who has familiarized himself with the products.

Rodney Lockwood, Detroit, agrees. He says quality of construction can best be emphasized by "intelligent, qualified and informed salespeople."

### What Type Salesmen?

Lockwood's point touches another aspect of basic importance to demonstration houses: Should you use your best, full-time sales personnel for showing demonstration houses or is it better to use part-time persons not normally engaged in selling real estate?

Of the builders asked this question, 80% say you should use your best, most experienced salesmen.

Typical comments:

"Use regular personnel. After viewing the home many prospects are ready to do business *then*." — Tilsen.

"Use full-time salespeople to avoid misunderstand-

ings and gain responsible selling." — Lockwood.

"We always use our best. And on Sundays, when large crowds are expected, we also use some of our office personnel to contact personally all who come out. Even though some of the lookers are not in the market, if we can point out the advantages of our home, they may change their minds later." — Burke.

Brock is among those who disagree. He says, "Use part-time salesmen or let prospects go through on their own, at least the first time. Prospects can absorb more if left alone at first."

### What Should Salesmen Know?

Even though a builder uses his best salespeople, there are certain basic facts salesmen need to know about the particular development they are selling. Walter G. Stackler, Long Island, says, "They should know all answers to questions usually asked by prospects — about schools, transportation, stores, construction details, and so forth."

Arthur R. Storm, Teaneck, New Jersey, sets up more rigid specifications: "They must know what model is going in each plot; they must familiarize themselves with the restrictions; they should know the distances to the shopping districts, schools, amusement places and churches. They should know about all forms of transportation. They should have a list of extras so that no matter what Mr. and Mrs. Smith may want to know pertaining to the cost of some particular extra, they can give the answer."

"Salesmen should have complete financing information and know the amount of downpayment required for each house in the development. They should know at all times how to figure a 15-, 20-, 25-, or 30-year mortgage at 4½ or 5% interest. This is because the buyers' requirements may vary. Sometimes his credit information will compel you to obtain a mortgage running for a shorter term, with perhaps a little higher interest rate, in order to get the leading lending institution to go along with it."

"Salesmen on development sales should not forget to tell the prospect the exact amount of tax on the property. They must not say, 'About \$25 a month.' They should tell them the exact carrying charges."

"A salesman," Storm says, "must be able to give his prospect the names of his future neighbors. It is helpful also if he can tell the prospect something about his new neighbors. Actual completion dates and closing dates are both important. If you have to guess, guess high. A prospect loves to go home with a little more money than anticipated. In that way, you will make a friend."

Seventy-eight percent of the builders who were asked about their methods of briefing tract salesmen



### Analyze Your Market

A tack map, showing former addresses of families who have purchased homes in his development, enables Realtor-Builder Fritz Burns of Los Angeles to analyze territories, concentrate his advertising in newspapers which reach the most prospects in those areas which prove to be the best

### Plays Up Rooms of Interest

Prospects are most interested in kitchens, bathrooms and living rooms, in that order. Nationally advertised equipment and materials used in kitchen and bath help reflect quality of entire house. Many builders place placards giving brand names inside cabinets and on equipment. This Salt Lake City home, built by Alan Brockbank, has many appealing features in its kitchen — counter top range, eye-level oven, exhaust fan



report that they have advance training sessions for salesmen followed by sales rehearsals.

For example, Norman S. Abrahams, Springfield, Massachusetts, gives his sales people an advance briefing thorough enough to answer all prospects' questions and to cover all phases of handling a sale on the site. Company officials are then invited in for a preview showing.

Average number of salesmen which should be present in the model home is 2.3. The numbers suggested by builders ranged from one to four. William Munson of Baton Rouge, for example, says you should have four salesmen for a six room house.

J. Alton Lauren, Chicago: "Depends on location, size, type, and price of development and amount of advertising and promotion. Probably one would be enough between 11 a.m. and 6 p.m. on Saturdays and Sundays."

### "Hand-Out" Literature

Practically all the builders queried about descriptive literature say that it should be used, but it doesn't need to be expensive. Main purpose of the literature is to point out features that people may miss or cannot actually see, plus complete financing information, measurements of house and lot, and facts about the location and transportation available. These are things prospects want to remember after they return to their homes. The literature handed out is also an excellent place to sell a prospect on your organization and on the quality of construction.

Ninety percent of the builders who were asked what rooms should be played up most say kitchen, bath, and living room, in that order. The Development Company of Fort Smith, Arkansas says, in addition to these three, features which the prospect is not likely to have in his present home should be played up — dens, basement recreation rooms, and so forth.

### Follow-Up Methods

Those asked about getting names of all visitors say it isn't necessary. Several builders have done it, but point out it burdens the sales staff with extra names of people who aren't good prospects.

Anthony G. DePetro, Clifton, New Jersey, takes names of only those who "look good," then follows them up by phone or personal appointment.

Haverstick has a twofold follow-up method to gain personal contact with the prospect and information about how he likes the house. His salesman calls on and asks a prospect to fill out a questionnaire about the house. This is left with the prospect in the morning and picked up in the afternoon to give the prospect plenty of time to answer all questions. Haverstick says the prime value of his method — in addition to supplying important facts about his houses — is that the prospect knows the salesman is personally interested in his welfare. It builds goodwill and starts word-of-mouth recommendations to the prospect's friends.

Personal follow-ups take time. To make certain that every name obtained at the showing is worthwhile calls for skillful salesmanship. An experienced salesman can usually spot the visitors who are seriously interested, and through low-pressure methods can learn their names and discover their housing needs.

For example, Markovich instructs his salesmen to act in an advisory capacity only, answering questions

and pointing out important features as the opportunity arises.

George Goodyear emphasizes the friendly approach. This is another point which calls for skill. Many tract salesmen are thought to be too "uppity." Others seem to go to the other extreme. Friendliness must be sincere to be effective.

Salesmen for Luria Brothers use pressure, but they don't allow prospects to wander around like lost sheep. Prospects are invited in when they approach the house and encouraged to look around. Salesmen then merely make suggestions, point out features.

Haverstick's salesmen use even lower pressure. They allow the prospect to look at the model for a while before they approach. As soon as the prospects start asking questions, the salesmen have an "in."

### Should Paths Be Roped Off?

Many builders who completely furnish demonstration houses rope off paths through the house, or place runners on the floors to indicate the path. Although some seriously interested prospects don't like the "mustn't touch" connotation of the ropes, the average furniture store demands it and builders have no choice in the matter, if they want their houses furnished.

Edward Barton, Atlanta, and Sam Russell, sales manager of D. C. Burns Realty and Trust, Denver, says if houses are furnished, they should be definitely roped off. Paul Atwood, Bangor, does not rope off a path, but uses cards and arrows to guide people.

Regardless of the method, the important thing is to keep people moving, but in such a way as to allow a reasonable time to inspect the house without damaging the furnishings.

### Site vs. Office Sales

Sixty-seven percent of the builders who were asked if they set up facilities for closing sales on site say yes. Main reasons: They want to catch the prospect when his enthusiasm is highest; it simplifies the sales procedure by doing it all in one fell swoop; it has the psychological effect of putting other prospects in a buying mood.

David D. Bohannon, San Mateo, sets up his sales office in the garage of the model house, using a temporary panel with window and door in place of the garage door. As soon as the model is sold, the garage door is replaced. Inside, all materials and equipment are displayed for prospects to make selections. Mounted on movable panels, the display and temporary panel can be moved easily from house to house.

D. C. Burns Company does not close sales on the site. Temporary receipts for deposits taken at the site are used. All formal sales contracts are drawn at the company's real estate office downtown.

### Site Selection

Special thought should be given to selecting a good site for the demonstration house. In a small development it is not always possible to find an ideal site, but provision should be made for handling traffic and providing ample parking space.

Sam Russell says the main considerations in site selection are: (1) must be easy to find — as near main highway as possible, and (2) not too far from homes actually offered for sale.

Enough signs should be used to attract attention of passersby on main thoroughfares and to point the way for people attracted to the house by ads.

Hunt uses a wide variety of signs, from large to

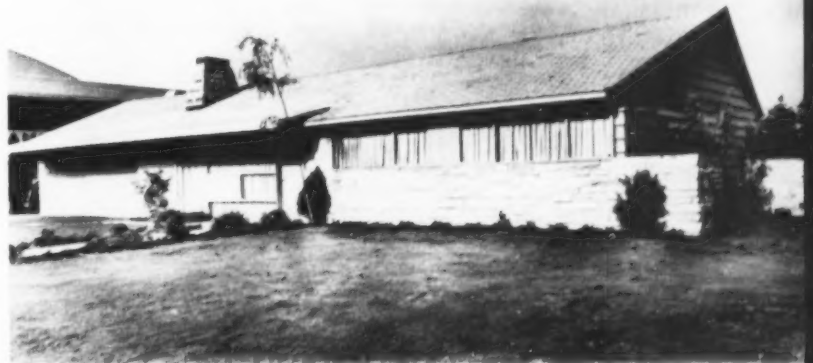


**Furniture Finesse**

The trend is toward furnished model homes. Realtors and builders say it adds warmth and personality, leaves less to the imagination, makes rooms look larger. A few object, however, saying furniture detracts from the home itself. Contemporary style is used in Burns Realty & Trust Company's Trade Secrets House in Denver. Note open planning of house.

### Landscaping — Prospect's First Impression

More than three-fourths of the realtors and builders participating in the survey say landscaping is quite important in showing demonstration houses. It gives the exterior a finished appearance, invites prospects inside. This "Season-Master" home built by A. L. LaPierre in Seattle shows use of landscaping. Effectiveness depends on quality and not quantity.





**Azalea Park**



**\$1.63**  
a day

LESS THAN THE COST OF A COTTAGE OF SUBDIVISION  
LESS THAN THE COST OF A PAIR OF THE BEST RYLANDS  
LESS THAN THE COST OF A PAIR OF OVER-ALLS

2-Bedroom homes for

including principal, interest, taxes and insurance

You'll appreciate these features  
All city conveniences  
including city sewers



3-Bedroom homes for

**\$1.79**  
a day

LESS THAN THE COST OF A PAIR OF SHOES  
LESS THAN THE COST OF 10 DOLLARS OF CASH  
LESS THAN THE COST OF A PAIR

including principal, interest, taxes and insurance

**And You Own**

**Phillips Properties**

# GO WEST — TO THE WIDE OPEN SPACES — IN JAMISON'S WESTERN GARDENS



**LARGE HOME SITES** Many Sites Over 100 Feet Frontage

**WONDERFUL WEST**

Beautiful, Scenic, Restricted

Mt. Vernon's Fastest Growing Residential Section Beyond Mt. Vernon Twp. Tax Area

- Scenic
- High Elevation
- Clean
- Quiet
- Spacious
- All Weather Streets To Be Constructed
- Restricted
- Lower Tax Area

Sites in this portion of Western Gardens are being offered — Choose the size Home Site you desire

**BUILD YOUR OWN HOME OR HAVE US BUILD FOR YOU**

Ranch Type Homes from \$10,000 to \$75,000

Prices include everything to build

**INTRODUCTORY OFFER**

Receive Prices on First 20 Sites Sold

\$2000 Low to \$1000

1 ALREADY SOLD — 11 TO GO

**TERMS**

SEE YOUR REALTOR

**EARL D. JAMISON**

1000 Main Street, Mt. Vernon, N.Y.



## Get "Smash" With Large Space, Clever Themes

Most realtors and builders use large, full-page display ads primarily for their opening "smash." But here are two examples of large display ads used after a demonstration house opening. Note the effective themes — Living in the Wide Open Spaces and Low Cost of Home Ownership. One is used by Realtor-Builder Earl Jamison, Mt. Vernon, Illinois; the other by Phillips Properties, Orlando, Florida. Phillips' ad doesn't list prices

## Show the Way

It's important to give special thought to the site of a model home. It should (1) be easy to find and close to a highway, if possible, (2) not too far from homes actually offered for sale, (3) have plenty of parking space

**WESTBROOK Park**

Model Home on NEWBRIDGE ROAD

Between Hempstead Tpke and Old Country Rd.  
EAST MEADOW SCHOOL DISTRICT

Take shortest route to Hempstead Tpke, then to Newbridge Rd. (traffic light), turn left (north) one mile to furnished model home.

GREATER NASSAU REALTY, Sales Agent  
East Meadow, L. I. TEL: LX 9-4400

small arrows. He places them on highways and at tract entrances. To give continuity, he uses the same combination of colors on all signs.

Marvin Henry, whose company has its own sales firm, says the type of signs depends on price range of homes. He builds in the \$10,000 to \$13,000 range and uses eye-catching, flashy signs with extreme colors. "In a higher-priced subdivision," he says, "simple and more dignified types should be used." Henry's signs start at a main thoroughfare and direct visitors all the way to the model.

McIntosh warns against using too many signs near the site, says it "cheapens the house and block."

## Advertising Costs

How much should be spent for advertising and promotion on each demonstration house? Most builders surveyed point out it is difficult to state a rule of thumb, depends on a good many factors.

DePetro allots a certain amount for each house, but only after weighing such factors as salability of house, price and commission arrangement.

Grove says it depends on how expensive a home it is, or if it is a low priced home, depends on how many are to be built.

Harold Cheel, Ridgewood, New Jersey does not set a fixed amount, but spends "whatever is necessary." He tries to obtain cooperative advertising with manufacturers and suppliers of equipment as much as possible.

All the builders surveyed say tie-in advertising is a "must." It's better than "going it alone" with the whole advertising burden. Main reasons: helps carry the cost, ties in with strong nationally-known products, permits the buying of more advertising space.

Newspaper display advertising is the most effective form for demonstration house promotion, according to 70% of those surveyed.

Radio was mentioned as Number 2.

Procedure suggested most often is to use small





### Pick a Theme and Stick to It

One theme can be used effectively throughout the entire advertising and promotion program of a demonstration house. Realtor-Builder M. J. Peterson, Kenmore, New York, uses "Happiness." Every division of this 12-page brochure contains the word happiness. "How About Location and Happiness?" . . . "How About Convenience and Happiness?" . . . "What About Room Size and Happiness?" Handed to prospects at the demonstration house, the brochure is profusely illustrated and gives complete information about Peterson homes

display ads announcing the coming opening, a full page or more of "splash" on opening day, followed by another series of smaller displays while the demonstration house is open.

However, most builders point out that it is best to use the services of an advertising agency. Advertising space is costly and campaigns should be well-planned.

Television was mentioned by one builder as the most effective form. However, this is quite expensive and not available to every section of the country. Alex Simms, Dayton, uses city bus advertising with particularly good results, plus large electrically-lighted billboards.

### Best Exhibit Hours

Builders surveyed unanimously agree that afternoon hours are best for showing, but disagree on exact hour of opening and closing. Average opening time cited is 2:30, average closing time 8:00. They say Saturdays and Sundays are most effective, but the house should be kept open daily.

How many days total the house should be shown, of course, depends on sales activity. Showing one house too many consecutive weeks often has an adverse psychological effect on prospects.

The S. L. Hammerman Organization, Baltimore, stages a second open-house if the first didn't cause a sell-out. The company advertises, "First Section Sold Out. Second Section Opens Today!"

How many demonstration houses should be kept open? Sam Russell whose firm, D. C. Burns Realty & Trust, is building 700 houses this year, has six in one subdivision, one of each basic floor plan.

Milton Brock, building 300 homes this year, uses two furnished and three unfurnished.

Average number of homes being built by the realtors and builders surveyed is 166, with the average number of demonstration homes kept open being 2.4. Number of homes per builder being constructed this year ranges from 5 to 700.

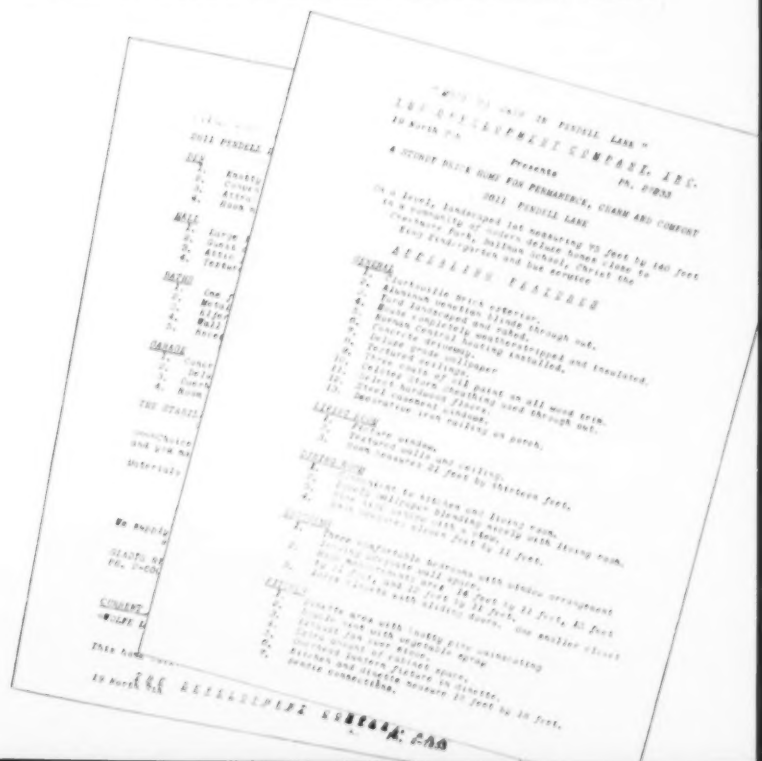
REAL ESTATE—SUNSHINE—N. W. REAL ESTATE—SUNSHINE—N. W. REAL ESTATE—SUNSHINE—N. W. REAL ESTATE—SUNSHINE—N. W.			
NOW Is the TIME TO BUY	NOW Is the TIME TO BUY	NOW Is the TIME TO BUY	NOW Is the TIME TO BUY
For	For	For	For
LEADING	NORTH	WEST	FIRMS
Real Estate Values in ARLINGTON HTS.	& West Living At Its Best in BARRINGTON AREA	& North Choice Locations in ARLINGTON HTS.	That Give You Moderate Prices in DES PLAINES
SEE Kimball Hill & Associates	SEE Dato & Co.	SEE Charles H. Wilson, Rltr.	SEE Des Plaines Villas
OPEN TODAY	OPEN TODAY	OPEN TODAY	OPEN TODAY
NEED MORE ROOM?	THE HOUSE	FOR THE BEST BUY IN CHICAGO'S FINEST SUBURBAN VILLAGES	THE HOUSE
Then trade in		Open for Inspection TODAY 10 A.M. to 6 P.M.	

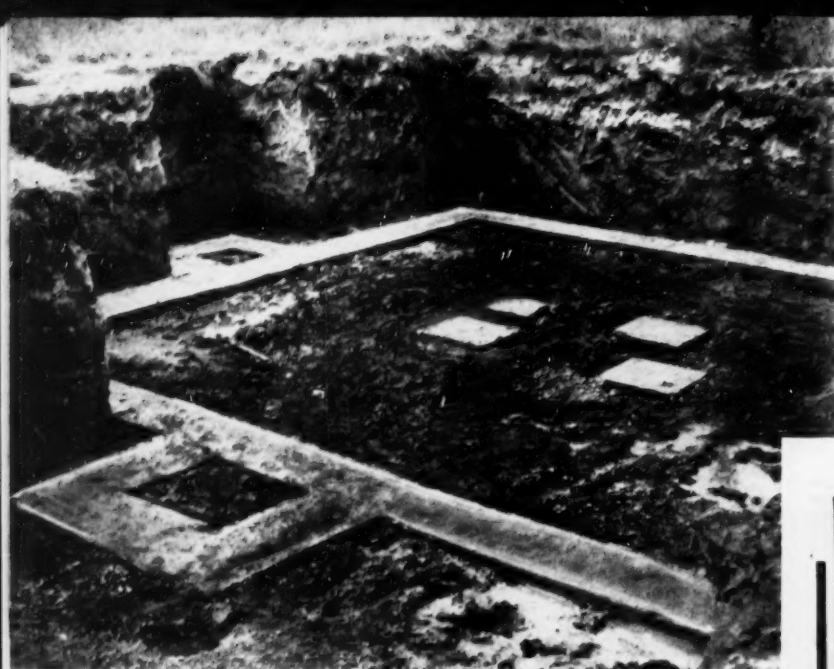
### Cooperative Ads Work in Chicago

Realtors and builders combined forces in this full-page cooperative want ad presentation in the Chicago Tribune. Eight placed adjacent one-column ads in the Sunday paper and three others are represented in the ninth column of the page. Copy in the ads is so designed to tie the entire page together. A headline across the page has one word of the following sentence in each column: "Leading North West Firms List Best Real Estate Buys." Demonstration houses and existing residences both are advertised

### Low Cost, But Effective

Literature handed to prospects need not be expensive to be effective. These printed sheets are used by The Development Company of Fort Smith, Arkansas, in its above \$30,000 homes. The sheet lists materials and equipment and describes the desirable features in each room for later reference





MILWAUKEE JOURNAL PHOTOS

One of the first views the public had of the "home that grew" showed how footings for the two door stoops had been carried to the foundation of the home to prevent later settling and repair cost. It was explained that the four footings within the foundation were there to support steel beams, the chimney, and for added kitchen support

## Their

With the increasing buyers' market in mind, Consolidated Homes, Milwaukee, staged two promotions last year which not only attracted thousands of prospective home buyers, but was given weeks of editorial newspaper coverage. Both were based on the public's curiosity to know how a house is built

**Y**OU can double the mileage on your demonstration house promotions. Trick is to use an idea which will make your advertisements outstanding and which is newsworthy enough to demand editorial space in the local paper.

Two promotions staged last season by Consolidated Homes, Milwaukee real estate builders, stirred the curiosity of thousands of prospective home buyers. One lasted 16 weeks. The public was invited to follow the actual process of how a small home is built. Each week a certain portion of the house was completed, and each Sunday, the *Milwaukee Journal* carried a story and pictures on the progress of the home under the running title: "Watch This Home Grow."

Val Zimmerman, president of Consolidated Homes, estimates that 60,000 people saw this project. "Many drove out each week to watch the home grow from a hole excavated for the basement to a complete unit," he says. "Then they went home to read the details in the *Journal* real estate section. When the house was completed, there was no doubt in the minds of those who had studied its growth that the house was well built.

"We had so many requests for copies of the articles," he adds, "that we arranged with the paper to publish the entire story in booklet form."

That booklet, now available for 45 cents, includes chapters which show step by step how the footings were poured, the erection of the basement walls, framing and



Several weeks later they observed how the interior walls had been strengthened for added stability. Because of the large picture window, a "knee brace" was used, and support added about the window opening. At this point, they learned that temporary bracing is important to keep the house "plumb" until roof joists are set

roofing, installation of plumbing and electricity, plastering, laying of floors, and the final finishing work of painting and decorating.

Including the 40 by 122-foot lot, the two bedroom, frame home was priced at \$14,200. There is a full basement and second floor space, with a completely finished stairway leading to it, for two additional bedrooms. The home sold complete with screens and storms, shower and tub, oil heat, birch kitchen cabinets, inlaid linoleum in the kitchen, hallway and bath, and oak flooring in the remainder of the house.

During the time the "Watch It Grow House" was in progress, Consolidated Homes started their second big promotion which proved to be just as newsworthy. A regular model home was built and cut away in various places so people could go through

# promotions get double mileage



Around 60,000 people watched the home grow and followed its progress in the newspaper. At this stage the roof boards and fiber board sheathing are in place, and the window and door frames

have been put in. It was pointed out that strips of aluminum foil nailed between the window frame and the exterior sheathing seal out moisture and that the sheathing itself is moisture-proofed

the entire house and see how it was constructed. The exposed parts of this X-Ray house were painted in a maize of high colors. For example, the joists were painted bright red; the studs, green; the roof rafters, blue; the roof boards, yellow.

A huge circus tent, erected over the entire house, was stocked with various displays that pertained to the building of a house. "Actually," Zimmerman says, "the big value of the tent was to make people inquisitive to see what was inside. It lent an air of mystery to the affair."

About 100 feet from the tent they built a completely furnished model home, so that after people viewed the cut-away house they could see the finished product to its greatest advantage.

During the time this X-Ray house was open for

inspection, Zimmerman conducted a contest which involved writing in 50 words or less "why you like a Consolidated house." To the winners of the contest went \$5,000 in cash prizes and \$1,250 in merchandise. This contest was judged by three nationally known people affiliated with the building industry.

In spite of the fact that the building business in the Milwaukee area showed a decline of about 5% last year over the previous year, Consolidated increased their business by 35%. They attribute the increase to their well-organized merchandising program, particularly to these two big promotions. During the month of the X-Ray house promotion, for example, they sold three times as many houses as they did the previous month. They estimate that a total of 135,000 people visited the two promotion houses.



# What Real Estate Editors Say About Demonstration Houses

Your local real estate editor has tramped through many a real estate development and has a pretty good idea of the do's and don'ts in showing demonstration houses. Here are opinions of five well-known editors on what builders can do to make demonstration houses more effective

**JIM CHANDLER**  
Home Magazine Editor  
*The Cleveland Press*

**P**LANNING a demonstration house display should start when the house is designed. It should start before the lot is selected.

You want: 1) a floor plan through which a line of onlookers can thread without doubling back on themselves and jamming "traffic." This sometimes is accomplished by leaving a wall between two rooms unfinished so people can walk through it. Tell them you did it to show quality of construction.

2) a site so located that people can drive up, park, see the house and then leave without snarling vehicular traffic to the point that new visitors become discouraged and fail to stop at all.

3) a design that will make the house appear to be worth more

than the selling price. A feature or two that will make people talk. A house with some color. (People who like white will realize they can get one in white.)

In Cleveland, the two "Idea Homes" of the Builders Exchange drew 41,000 visitors in two weeks. These homes were in the \$60,000 bracket, but were advertised to show ideas anyone could incorporate in a new or used home.

An individual builder of a 100-home development sold 69 of his homes over a weekend by publicizing and advertising "Guaranteed Dry Basement." It was Spring and thousands of old homes were having trouble with leaky basements. Price was \$13,900.

Sometimes the X-Ray approach works — leaving various spots unfinished so visitors can see how deep the footings go, where the insulation is placed, what products are used behind the walls. Sometimes the most effective sales feature is an all-electric kitchen or an all-gas kitchen. Sometimes it is year-round air conditioning.

Publicity alone won't make a

successful demonstration house promotion. It takes well-planned advertising in addition. If your budget won't stand smashing full-page ads, it is helpful to get sub-contractors, suppliers, furniture companies to join in with a cooperative plan in which you can buy the required space.

Don't charge admission, even though you plan to give the gate receipts to charity. It irritates customers who come with friends or relatives or almost-grown children.

In my opinion, the biggest fault of builders when displaying model homes is poor scheduling. They set the display date, but fail to have the driveway and sidewalk installed when the crowds come. They want good pictures in the ads and in the articles about their opening, but when the cameraman gets there, the furniture has not yet arrived, old paint cans are strewn over the ungraded yard.

So, the artists at the newspaper touch up the photos. But retouched photos always look retouched. The builder has failed to present a finished product. It's like an auto



dealer bringing a car to an auto show minus headlights, wheels, and hood.

Builders usually like to keep on the good side of the city, town or village administration where they are building. Best way to do this is to notify the police department that they are having a model home display. If this is not done, traffic builds up, policemen on Sunday duty get irritated. Somebody complains; the builder is blamed.

Here are other rules I believe are basic to demonstration house showing:

- Plan traffic flow of visitors through your house. Use ribbons, carpet runners to guide them through.

- Locate your sales desk near the exit, so you can answer questions, sign up customers. Call it "Information Desk."

- Build the model on a corner, or at least on a street open at both ends, so auto traffic doesn't keep potential customers away.

- Schedule production, landscaping, furnishing so that all is in readiness several days before opening day. You'll get better pictures, better cooperation from realty editors.

- Post signs on nearby corners with arrows pointing to the model house. Have a big sign at the site. Put name and address and phone number of sales organization on the big sign and on give-away pamphlets. Many people like to think it over before contacting the salesman.

□

**ERNEST A. BAUMGARTH**  
Home Section Editor  
*The Detroit News*

I'D like to stress the importance of giving a good impression to visitors. I believe builders could improve reception if they would put in some landscaping and provide adequate parking space nearby.

It would also pay to have dry walks. Too often a modern home is put in a new area not equipped with sufficient sidewalks, and the prospect has to wade through mud to get to it. It would be a simple matter to put down wooden sidewalks.

Another common failure is the neglect of giving proper instructions on how to reach the home. In addition to signs, a small map in

the builder's advertisements will do a lot of good.

Also it helps to set up an information desk manned by someone who knows all about the house and is equipped with folders pointing out features.

Too often demonstration houses are furnished in too extreme a manner with the result that the furniture overwhelms the house.

Most important of all is to have salesmen or representatives who can greet customers with a smile and not act superior. I have seen many people turned away by the wrong attitude on the part of the salesmen.

□

**JOHN W. KEMPSON**  
Real Estate Editor  
*Newark News (New Jersey)*

**B**IGGEST fault I find with model homes is that they have too much sameness. The best house display is one which individualizes and adjusts to the specific community in which the development may be. And often a house *without* furnishing, where the structure itself is unusual, would be more to the liking of visitors rather than the latest from the furniture shops or bric-a-brac counters.

□

**LILLARD (MIKE) McGEE**  
Real Estate Editor  
*Memphis Commercial-Appeal*

**I**N most cases I believe it would help builders to give more supervision to the furnishing of a model home, or see that the job is supervised by a recognized decorator. Furniture dealers, I have noted, have a tendency to try to display their whole stock in a model home, crowding or cluttering it. In many cases they select lines that are known in the furniture trade as "borax," these having a tendency to cheapen the appearance of the entire house.

Oftentimes after a public showing, both furniture and house have to be repaired. One local builder, Wallace Johnson, estimated \$5,000 damage to a demonstration house he held open which was visited by literally thousands and thousands.

One solution used here to sepa-

rate the "sheep from the goats" is to charge an admission of 25 cents per person and donate the proceeds to charity.

There is a saying here that model homes are always sold to someone who failed to visit them while they were held open for public showing.

□

**NAOMI DOEBEL**  
Real Estate Editor  
*Cedar Rapids Gazette*

**W**HEN I visit a demonstration house I don't want to be roped off. I want to see what the drawer arrangement is in the kitchen. I want to be able to pull them out and look at them.

There are so many new building materials and construction techniques. I want to see what's behind the wall. When the walls are all finished off, the average person can't tell if it's dry-wall or plaster, insulated or uninsulated, copper pipes or steel. I want to see a chart of the heating system. Residential heating is so different now from a few years ago. Builders should educate people while at the same time showing the quality of their houses. I want the heating system explained on the chart and also want to know if it can be adapted to year round air conditioning.

People seriously interested in buying a home know what features in a demonstration house they want to inspect. Why not place a large chart in the entrance hall showing the general layout so people can go directly to what they want to inspect? Or the job can be done by a thoroughly informed guide.

I want to see a list of materials used in the house, as well as samples of materials if they cannot be inspected in actual use. And I want to know the brand names of materials used. People buy certain brands of foods and stick with them. The same is true of bathroom fixtures, heating systems, insulation. People recognize nationally-advertised brands.

Most important. I want to know why this house differs from the ones built 10 and 20 years ago, which many people believe are better-built and can be bought at a lower price. Builders should dispel that idea by showing what is new and better about their houses.

# *case study of a*

## **Master Merchandiser**

• His philosophy: "Our demonstration houses are most precious samples of our merchandise." • His job: selling 3,000 houses, preparing 21 grand openings — annually. • His methods: costumed hostesses, complete furnishings, wall-to-wall carpeting, fresh floral arrangements, wired music, landscaping and lawn furniture, quality literature, site selling, religious follow-ups. Most important: plans for the openings are as detailed and carefully laid as for a wedding

WHEN the S. L. Hammerman Organization, Inc., Baltimore, promotes a housing development, it is done with all the flourish of a Hollywood production. As I. H. (Bud) Hammerman, II, puts it, "We operate as merchants as well as realtors, and treat our exhibit homes as most precious samples of our merchandise."

Although Hammerman's methods are scaled to a volume operation, he has many ideas which can boost sales for any size operation. The organization represents 20 home builders plus having its own building department which constructs 150 houses per year. This means approximately 21 "Grand Openings" to prepare for annually, and the sale of about 3,000 homes each year on the Baltimore market.

Bud Hammerman, executive vice president in charge of the construction, brokerage, and mortgage departments, is a strong advocate of the furnished demonstration house. "It has been proved time and again," he says, "that with a furnished home we can out-sell our competition by at least three-to-one."

### **Luxury Feature**

Another thing Hammerman insists upon is broadloom carpeting from wall to wall. "This is sometimes hard to sell a builder, particularly a good builder who is most proud of his beautiful hardwood floors," he says. "The wall-to-wall carpeting makes each room look two feet larger, and we have never been 'stuck' with one cent of cost on this item, as the people who buy the sample homes are always tickled pink with getting carpeting at our wholesale cost price."

Hammerman does everything possible to make his demonstration house a home — to look lived in.

"Back in the old days," he says, "we used to get many of the leading furniture houses to furnish a sample house free, just for the advertising value to them and for the promise of names and old addresses of buyers. Today, the builder usually has to pay a nominal (\$500 to \$1,000) decorating charge for this service, but this gives us more control on the type of furniture that is put in the demonstration homes."

Typical of a Hammerman promotion is this lawn party buffet dinner, complete with orchestra. The firm invited 200 select prospects from its files for the showing. The Cedarcroft development sold out the first day as a result of the fete



"Decorators have a terrific tendency to over-furnish. Now, we control this and insist on a minimum of furniture so that our rooms show to their fullest advantage."

According to Hammerman, minimum furnishings also means complete furnishings. It's part of his plan to make the house a home.

#### The Little Things Count

"We insist on complete furnishings," he says, "including knickknacks, books in breakfronts, silver on servers, groceries in the kitchen cabinets, and food in the ice box. We carry insurance against theft, fire and breakage on all of this. (This policy is a very inexpensive item and well worthwhile.)"

Hammerman sends fresh floral arrangements to each of his sample homes twice a week. He "dolls up" the back lawns with outdoor metal furniture, gayly colored lawn umbrellas, and sometimes with special seasonal floral plantings.

#### Streamlined Selling

These elaborate preparations prior to the showing are part of Hammerman's master plan to create intense desire for home ownership among the visitors. Next step calls for experienced, streamlined selling on the site.

"The most our high-powered advertising agency can do," Hammerman says, "is to bring the prospects to our development. But, if you were selling gold dollars for 30 cents you would still need salesmen — and believe me, not order-takers — to sell these gold dollars. Housing is no different; in every sale there is always the psychological moment when it is right to close. Experienced salesmen spot that moment, and it is never better when the prospect and his family are in the sample homes seeing not just a new house, but a new way of life for his family."

Hammerman is sold on using "Muzak" (wired music) in his demonstration homes. He says the undertone of pleasant music relaxes the client and tends to make him tarry rather than hurry through the exhibit. "It's amazing how music soothes even the most excitable prospects," Hammerman says.

The firm uses several methods of handling site sales. In some cases, Hammerman has set up the basement, club-room style, with desks and conference tables. "But



## Everyone's Applauding... BALLARD GARDENS

MARTIN BOULEVARD



**GALA OPENING  
TODAY**

9 A.M. to 9 P.M.  
EXHIBIT SAMPLE HOME  
1302 WAMPEL AVE.

only  
**\$490** DOWN  
V.A.

#### FEATURING:

- Economic Radiant Hot-Water Heat-Gas Fired
- Brick Construction
- Covered Front Porches
- Excelsior Metal Windows and Door Frames
- Large Landscaped Lots
- Hardwood Floors
- Tile Bath
- Full Basement
- Choice of Linoleum
- Choice of Wallpaper
- Window Shades
- Window Screens & Screen Doors
- Laundry Trays



Here's everything and anything you ever wanted in a good home... six bedrooms, full bath, luxurious closets, extra large living room, full size dining room and an ultra modern unitized kitchen... yours for "real" living... at a price you can well afford... Yes, you'll applaud the "Performance" of this home... a performance of quality and workmanship... Yours to enjoy forever!

*Exclusive Sales By...*  
**S.L. Hammerman Org., Inc.**

SUBURBAN SALES OFFICE 5662 THE ALEMEDA

HA. 3000-7571

NIGHTS PL. 8661

THE FOLLOWING SUBCONTRACTORS AND SUPPLY HOUSES HAVE CONTRIBUTED STEADFASTLY TO THE SUCCESS OF BALLARD GARDENS

Brick Supply By <b>CHAMPION BRICK CO.</b> 1000 Franklin Ave. St. 4300	Dorman Electric Supply Co. 210 E. Lexington St. LA. 5716	Robert L. Walsh & Co. 800 Bayview Ave. St. 5302	Dieckman Brothers, Inc. 3700 Lomb Ave. St. 7700	Planting & Shading Experts <b>JAMES ROBERTSON H&amp;S. CO.</b> 121 E. 200 St. St. 7800
Builder's Hardware <b>JOHN R. LILLY</b> 9400 Alameda Ave. LA. 3492	BALTO. FLOOR SUPPLY CO. 6127 Rockwood Ave. St. 5300	Building Supplies <b>PER HAS CO., INC.</b> 1700 Belmont St. St. 5400	Real Heat Gas Range <b>Harry C. Weiskittel Co., Inc.</b> 6000 Belmont Ave. St. 5200	Drum & Weather Stripping <b>MILLER WEATHER TITE CO.</b> 6000 Belmont Ave. St. 5200
Aluminum & Resilient of Building Material Division <b>NATIONAL GRADE CO., INC.</b> 1757 Hartford St. St. 3442	Plaster Contractor <b>GEORGE BROADHART</b> Clemente St. 3, Bldg. St. 8777	Granite Work <b>PHILIP J. SPASAPATO</b> 5131 Myrtle Ave. St. 5800	Exterior Grouting <b>Miller Metal Products, Inc.</b> 3110 Belmont St. St. 5800	Painting & Shading <b>Gordon M. McKee, Jr., Inc.</b> 1000 E. 200 St. St. 7800
Billard W. Stedding 8100 Wilshire Ave. St. 6682				

After carefully-laid plans are completed, the Hammerman organization opens its promotion with a smashing full-page ad. Theme of the ad, "Everyone's Applauding," is carried through subsequent ads and brochures and lends smash to this opener in the local paper

where possible," Hammerman says, "we much prefer to have an unfurnished sample home next door that we use as a sales office. We at times have used movable office trailers, parked in the next block so that we can have the prospects sit down in privacy immediately while his enthusiasm is at its highest pitch.

"Fifty percent of our sales on new housing developments are made at the development on the first visit. The other 50% are followed up with religious fervor and

zeal, and this follow-up is immediate! Cards (see illustration) are sent every Monday to people who have visited our project on Sunday. By Wednesday our salesmen are on the telephone inviting the prospect back during the week when there isn't so much rush or commotion.

"We visit them at their homes where we can appraise their present homes for sale purposes so that the buyer may employ us to sell his present home to enable him to purchase a new one. Our salesmen give out cards (see illustration) if





Your only real security . . . a Home of your own!



SAMPLE HOME - 1502 WAMPLER AVENUE

Take special notice of the large living room, full size dining room and modern unitized kitchen and don't miss that spacious guest closet on the floor plan below. The airy bedrooms, tile bath and luxurious closets on the second floor. What the floor plan doesn't show is the sturdiness of construction and economy of maintenance.



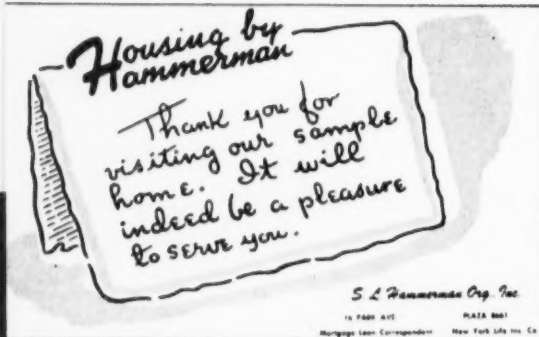
## You'll applaud the performance of the following features . . .

- Economic hot water radiant ceiling heat
- Brick construction
- Everlasting metal windows and door frames
- Covered front porches
- Large landscaped lots
- Hardwood floors
- Tile bath
- Full basement
- Choice of linoleum
- Choice of wallpaper
- Economic gas fuel
- Window screens
- Window shades
- Laundry trays

Sample Home Furnished by BENESCH'S 549 N. GAY STREET

Look inside!

Example of brochures handed to prospects at demonstration house carries theme of original opening ad. The brochure does not attempt to sell. It merely emphasizes and lists the important features which the visitors will want to remember later



A follow-up card is sent to visitors who appear to be good prospects on the Monday immediately following the Sunday opening. By Wednesday, follow-ups are made both by telephone and in person

## NOTICE!!

WHY NOT USE YOUR PRESENT HOME TO HELP BUY ONE OF THESE HOMES? ASK SALESMAN FOR FURTHER DETAILS.

S. L. HAMMERMAN ORG., INC.  
16 PARK AVENUE - PLAZA 8661 - CLIFTON 9180

Mr. Smith - CLifton 1156

This card is used when salesmen discover prospects are already home owners. Hammerman attributes the firm's large volume to being equipped to handle the sale of prospects' homes or take them as trade-ins

they find the prospects are already home owners."

Hammerman attributes his firm's high sales volume to its set-up and ability to handle the sale of prospects' existing homes. (Proof of the pudding is in the eating — the organization's sales volume jumped from an annual volume of \$3 million during the immediate post war years to a current volume of well over \$12 million.)

Careful, precise planning is basic to a Hammerman promotion. "When we schedule a promotion for a new development," Hammerman says, "we give ourselves an average of ten houses per week for ten weeks. Of course, it is not unusual for 30 or 40 homes to be sold in one day, but many of the buyers do not qualify mortgage-wise, many change their minds, and the last few houses in every development, even the best selling ones, seem to lag. In the event we are not sold out in ten weeks, we always open a new demonstration home with all the fanfare as we did originally by merchandising 'First Section Sold Out! Second Section Opens Today!'"

Approximately 90% of Hammerman's prospects come out on Sundays. The first two weeks after opening Sunday, the home is staffed from 9 in the morning till 9 p.m. After that from 2 till 9.

"Our experience has proved," Hammerman says, "that Spring and Fall are the best seasons. Therefore we shy away from mid-summer or mid-winter openings. We also shy away from more than one furnished home in one development. We discourage our builders from building too many different types in one development. We find this bewilders a prospect and doesn't let us effectively close the sale.

"I can't overemphasize that the preparations for a successful opening are as important and as detailed as preparing for a wedding," Hammerman says. "Everything must move with precision clock-like timing. Our sales force and our hostesses, regardless of how experienced they may be, must have a full day's session with the builder on the job so they can learn first-hand the construction features. Our sales force is always given a thorough grounding in the mortgage financing applicable to the particular projects."

Examples of Hammerman's advertising and promotional material are illustrated on these pages.



By GEORGE F. ANDERSON

**I**F a landlord by his negligent conduct materially diminishes the tenant's enjoyment of the premises, it is considered a "constructive" eviction, giving the tenant the right to surrender and cancel his lease.

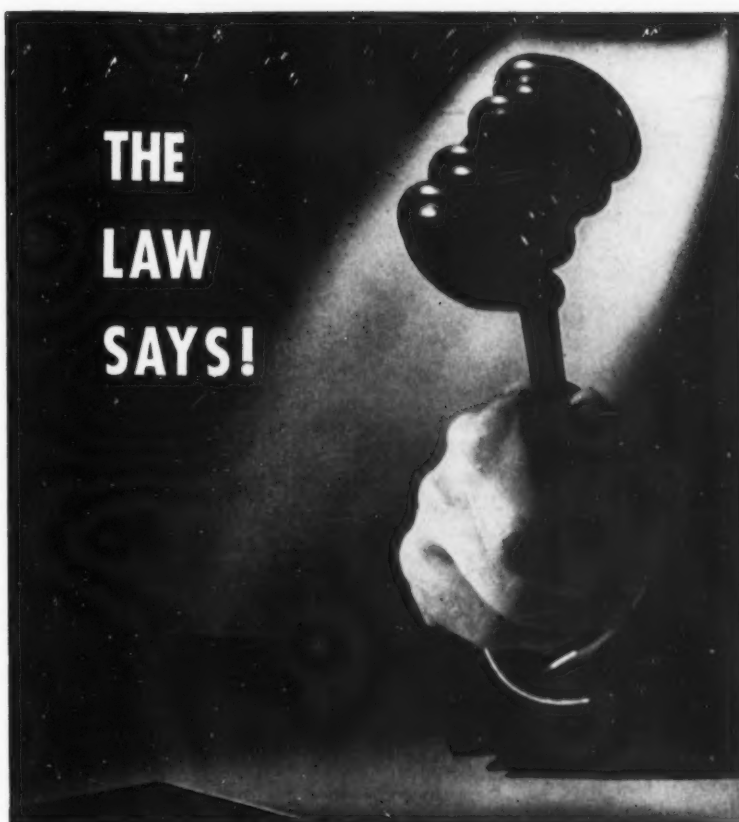
But the tenant cannot remain in possession and refuse to pay rent.

But if the landlord actually and willfully deprives the tenant the use of any material part of the premises, it is an "actual" eviction, and the tenant may remain in possession of the remainder of the premises without the payment of rent.

A good illustration of the application of this principle is the case of *Smith vs. Wise, etc. Co.*, 58 Ill. 141. The landlord took possession of a garage which the tenant was entitled to as a part of the premises. The tenant was excused from paying any rent.

**I**F I delivered to you a deed to a building and you took it up to a mortgage company and signed up a mortgage, and the company recorded the mortgage but forgot to record the deed, a buyer from me would get good title free from the mortgage, provided he did not have actual notice of the mortgage. You say a thing like that could never happen. Look at the case of *Losey vs. Simpson*, 11 N.J. Eq. 246. That is exactly what happened in that case, only it was not I. An instrument not in the chain of title is no notice. To understand this you must remember that the tract indices are not books required to be kept by law, and are not a part of our recording system. So you look at the grantee's index and find the title in Anderson, then you turn to grantor's index A to see what he did with the property. You find nothing. How are you to know that Spoopendyke put a mortgage on the property and has an unrecorded deed?

**T**HE owner of a building signed a contract to sell it clear of incumbrance. It was subject to a \$5,000 mortgage, which had less than a year to run. The seller knew that the mortgagee would not accept payment until maturity, but, nevertheless he tendered payment including interest up to maturity. The mortgagee refused to accept it. The mortgagee had no right to refuse, and his refusal discharged the lien of the mortgage. The seller went through with his deal, the buyer paid no interest



If a landlord makes life unpleasant for his tenant, can the tenant refuse to pay rent? Are tract indices a part of our recording system? If you pay money under a mistake of fact, you can get it back, but do you know what "mistake of fact" is? Here are answers by our legal expert

when it came due, and the holder filed an action to foreclose. He learned that his mortgage had been discharged as a lien, and he had to look personally to the mortgagor for payment. The mortgagor had gone some place in California to live, and the mortgagee is still looking for him. I don't know whether it was planned that way or not, but I think the mortgagee got what he had coming to him.

**M**ONEY paid under a mistake of fact can be recovered back. But if at the time you paid the money you knew that there was some doubt about it being due, and you pay the money in spite of the doubt, the payment is not regarded as made under mistake.

In the case of *Meeme Fire Ins. Co. vs. Lorfeld*, 194 Wisc. 322, the insured was suspected of having put fire to his barn. The fire marshal told the insurance company that there was no evidence of incendiarism and to pay the loss.

The company paid \$395 to the defendant upon the order of the insured. Later the insured confessed that he had started the fire, and the company sued to get the money back.

"... a mistake of fact must rest upon unconscious ignorance, and that where one waives an investigation after his attention has been called to a possibility of the existence of the fact he is not acting under a mistake of fact in the legal sense. Here the attention of the plaintiff was called to the fact that the fire might be of incendiary origin, it had the benefit of investigation by the state fire marshal as well as such investigation as it had made or could make on its own account; and with full knowledge of all the facts, conscious of the fact that the fire might be of incendiary origin, it nevertheless paid. Under such circumstances it cannot be said that the plaintiff acted under a mistake of fact in the legal sense."



Old Oaks-at-Syosset, Long Island, is color styled from the outside in. Asphalt roof is white — keynote color. Shake shingles are spruce blue. Accent color on door and flower box is old gold. Project has 70 houses, \$20,000 and up. Decorator and color stylist: Beatrice West. Builders: Haskel Gordon and Max Fichtenbaum



Living room decor is contemporary. Exterior's white is repeated on ceilings and burlap-textured walls. Spruce blue appears in cotton rugs. Draperies and the upholstery on chairs and sofa contain blue and white. Pillows and tub chair repeat old gold. Chair pads are tangerine. Raised hearth is center of interest

# How to Make Model Homes Your Best Salesmen

Color can give your houses a fourth dimension, but it must be planned wisely, says our author. To use it effectively, you should first draw up a decorating plan. Then follow steps outlined here

By BEATRICE WEST  
*Color Consultant*  
New York City

**I**N the past four or five years, it has been my experience to color style and decorate several hundred model homes for builders in all sections of the United States. If there is any one thing I've learned it is this . . . the model home is the most powerful merchandising tool a builder can use to sell homes, but all too frequently, builders forget the maxim that "anything that is worth doing at all is worth doing well." The model house to the builder is what the showcase is to the jeweler. Both have the primary purpose of showing off merchandise to the best possible advantage.

The apple vendor shines his apples. The builder decorates his model home. The reason in both cases is the same . . . to make the prospect want to buy. There aren't many ways to shine an apple that I know of, but there are numerous approaches to the question of styling a model home, and too often these are haphazard.

Intelligent planning with a clearly defined purpose in mind is as essential in decorating a model home as in building the house. It means more than just selecting furnishings. Color coordination is of primary importance.

How does a color scheme start? An effective system I generally follow is to work from the roof down and from the outside in. The roof is the starting point in color styling a single home or a development of homes. The color of the asphalt roof is the key to the entire scheme. This was the system used in color-styling National Homes "Coronet" last year and their "Pacemaker" this year, and of Old Oaks-at-Syosset as shown in the accompanying photographs.

Why start with the outside? A simple answer is start with the outside because nature does. A home should look as if it "grew" in place. That means planning from the outside in.

Why start outside with the roof? Here are some reasons:

- 1) The roof is the largest unbroken area of the exterior. The color of the roof must be right if the rest of the colors are to be right.

- 2) The roof on each house should be colorfully attractive in its own right, while the roofs on all houses in a development should perform the unifying function of a background.

- 3) The ranch house brings the roof down closer to the line of vision. The longer unbroken expanse of the roof must be pleasant to look at and in harmony with other colors.

In addition to being the builder's best salesman, intelligently planned model homes serve three other



Just as the sizzle sells the steak, a built-in fireplace with warming oven at Old Oaks adds sales appeal. Table, chairs, and bench are white. Umbrella is old gold, tangerine, and white. This has been an effective attention-getter among prospects visiting the demonstration house. The house was designed by architect Samuel Paul



Gay kitchen at Old Oaks has wallpaper with a vegetable pattern in charcoal and white with small areas of tangerine on a gray background. Formica table top and chairs are tangerine. Cabinets are birch with antique copper hardware. Trim is white. Marbleized asphalt tile floor is black with white and tangerine

purposes. First, a model home is built and can be decorated before construction work on the rest of the development is completed. All the "bugs" can be corrected. For instance, the experience of furnishing a room might show that it would be far better for furniture placement to move a doorway from one corner to another.

Second, a model home is inexpensive advertising and creates good will to the extent that it gives customers decorating ideas for their own use. Keeping the housewife's budget in mind is necessary. She has to stretch her dollars, and it is to the builder's great advantage if, by means of a model home, an expert helps her do it.

Third, skillfully planned color-styling and decorating makes small rooms appear larger, solving to varying extent a problem every merchant builder has. Most houses today must be small, but the illusory effects of color can do much to overcome this limitation. Color gives the builder a fourth dimension, in addition to height, depth, and width.

To show a house to its advantage, not just to fill space with furniture, is the right point of view in decorating a model home.

Here are suggestions for model home decoration:

1) *Draw up a decorating plan.* Put it on paper. Study window and door locations as a preliminary to arranging furniture for proper circulation. Only by knowing exact furniture dimensions, can you decide with assurance what to put in a room. This procedure saves shoving furniture from one room to another — and, more important, it prevents the waste expense of buying wrong sizes, styles, patterns, and colors.

2) *Select a center of interest.* Today television has become the center of interest in most homes. Place larger pieces of furniture so they can stay put when television is on. Note in the plan how this was accomplished in the "Coronet."

3) *To increase the size of a small house,* paint all rooms — at least all rooms that open freely into each other — the same color. Variety can be achieved in individual rooms by varying accent colors and furnishing colors. Each room must flow into the next. The day of the pink room, the green room, and the

blue room is gone from the basics of good decorating.

4) *Profit from color psychology.* Light and cool colors recede and make a room appear larger, while warm and dark colors make it look smaller. Wall colors shouldn't be obtrusive. A wall should be a subdued background for people and furnishings. Use small objects for sharp color accents.

5) *Use small scale furniture* for a small room. A room will seem crowded if scale is too great. Different styles of furniture and colors of woods may be used in a room as long as they are related in size.

6) *Floor covering ideas.* Place rugs parallel to the line of a room. Approximately 6 inches is a good margin of space from wall to rug with wood floors. Wall-to-wall carpeting gives an illusion of space when the same color or a similar color is used from room to room.

7) *Pay attention to the line of circulation.* Arrange furniture so that a person walking through the room along any normal route won't have to dodge sharply around furniture pieces or walk in front of anyone sitting in the room.

8) *Use furniture with open form and structure.* What is the sense in having a picture window that opens a room to the outdoors if you block the view with bulky, overstuffed furniture?

9) *Versatile, multi-purpose furniture adds to the usefulness of a room,* reducing the handicap of small floor area. Consider coffee tables that can be adjusted for dining, sofas that double as beds, beds with storage space for bedding, vanities that serve as desks.

10) *Don't hang draperies over a window.* Hang them with one edge meeting the edge of the window but with the body of the drapery extending out to the side over the wall. This makes the window seem bigger because people assume the drapery covers glass. Hang draperies from ceiling to floor for greater height. Drape several windows as one large window.

11) *Use lots of mirrors and big ones.* A mirror, reflecting space, visually doubles room size.

12) *Accessories,* such as ash trays, magazines, and dishes of candy, give a house a "lived-in" look. Keep lamps in correct scale to the size of the furniture.

13) *Plants and flowers* are a decorative "must." They add life to a room.



Tenant file card doubles as lease contract. Terms and signatures appear on reverse side while face carries pertinent data in an easy-to-find fashion

# Keep Your Management System Simple

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You don't need complicated bookkeeping systems to manage your properties. You can burden yourself with too much red tape and expense. The author suggests a method for handling your accounts that is simple, accurate, and effective — and it keeps your costs down

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By EARL B. TECKEMEYER

Realtor  
Indianapolis, Indiana

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LEASE CONTRACT — SCHMID & SMITH, INC., 130 N. DELAWARE ST.			
1. TENANT	JONES, John		2. DATE OF LEASE
3. PROPERTY LEASED	1535 N. Delaware St.		4. RENT PER MONTH
		INDIANAPOLIS, IND.	60.
5. TERM OF LEASE	1 month	6. EXPIRES (RENEWABLE)	August 1, 1953
OFFICE MEMORANDUM			
PARENT ADD.	1908 Smith St.		PD TO
RENTING FROM	Green Agency		Jul 1st
BUSINESS ADD.	International Harvester		PHONE BE 3322
FAMILY	4	WHITE <input checked="" type="checkbox"/> COLORED <input type="checkbox"/>	(This space for our collection notes, etc.)
DATE	July 1, 1953		

As a realtor's business grows and the number of units to be handled increases, he obviously needs a system to manage accounts. Otherwise, they're bound to mushroom into an unprofitable burden. That system, above all, should not be complicated or too detailed. A system that is so involved it swamps you with a rigamarole of red tape and needs constant watching is the first thing to *avoid*, especially in a medium-sized business.

The point is to find a method of getting the job done as simply and inexpensively as possible, a system which takes a minimum of time, attention and mechanical help.

Here's how we at Schmid and Smith, Inc., in Indianapolis manage our accounts with a minimum of trouble and time. When a house, apartment or storeroom is rented, our first step is to fill out a tenant card. It takes about five minutes and contains all the facts we need to know. No duplication of this information is made elsewhere.

That card goes into a file which is divided into dates when tenant rents are due. All rents start on one of six days of the month which makes collection handling easier because we can usually get the "first of the month's" out of the way by the time the "fifth of the month's" come along, and so on throughout the month. If rents were all due on the first, it would be a colossal mess. Our employees would have to work overtime the first 10 days of every month in order to handle the return statements. By staggering them, our work load is spread.

From that file of tenant cards one of the girls types the monthly

rent receipts with stub attached. (She keeps them typed about 30 days ahead.) When the tenant pays, the stub is detached and given to the bookkeeper as a record of payment. It contains everything she needs to know. That takes about three seconds.

We could have an addressograph machine with plates instead of file cards and all the time spent in typing the receipts could be compressed into about one hour. But the machine couldn't smile, it couldn't answer the phone, run an errand, accept a rental payment. It would merely be mute evidence of our desire to have the latest system, *regardless*. We need someone to answer the phone, help the bookkeeper, type and so on, and while she is not busy doing those things, she can type rent receipts. It's that easy.

The remainder of the rent reporting to the owners is bookkeeping. All entries go into a day book. Each owner has a separate account in a ledger. From the little slips detached from the rent receipt when the tenant pays, the entering and posting is done to the owner's account. When all rents are in, the statement to him is prepared and out it goes.

This statement is simple also. First we list the tenants who have paid, the amount received and date it is paid. This is totaled. We then list all the disbursements, add them up, attach vouchers to make them valid and make a "deduct." What is left is the amount of the check. None of this business of starting with a left-over total from last month, adding a rent or two, then a bill for plumbing thus reducing



Owner Brown  
 Name Jones  
1535 N. Delaware  
 Amt. 60.00  
 Paid to July 1st  
 Date (Here stamp  
 date rent was  
 received.)

SCHMID & SMITH, INC.  
 130 NORTH DELAWARE ST.  
 PHONE: MARKET 1468

LET US WRITE YOUR FIRE INSURANCE  
 Indianapolis, Ind. July 1st 1953

RECEIVED OF John Jones the sum of \$ 60.00  
 in consideration of his having this day leased of us the premises known as  
 No. 1535 N. Delaware Street  
 in the City of Indianapolis, Indiana, for the term of ONE MONTH from the above date,  
 said tenancy to expire one month from the above date.

Provided, however, if said premises are held under written lease, this receipt operates only as an acknowledgement of payment of rent due according to its terms and not as in anywise modifying the tenancy by such lease credited.

Tenants are not allowed to SUB-LET these premises without our written consent. In case a new lease is made following this one, it must be attended to promptly and the rent paid in advance at our office, 130 N. Delaware St. No repairs will be made or allowed without written order from our Agency. THE TENANT AGREES to assume all responsibility for any accident, injury or damage that may result from any defects in or about the premises, either to persons or property and that the owner of the premises, shall not be held liable or responsible for such injury, accident, or damage. By the acceptance of this receipt, the lessee acknowledges the above contract as entered into with the owner of the premises through the SCHMID & SMITH AGENCY.

SCHMID & SMITH, Agents

Per

(Person receiving  
 rent puts initials  
 here and stamps  
 date.)

IT IS UNLAWFUL FOR PERSONS VACATING PREMISES TO LEAVE TRASH. SEE CITY ORDINANCE NO. 45.

From tenant file card, secretary types rental receipt with stub attached. Due dates are staggered to spread collections over 30 days. Receipts are typed a month ahead. Stub is kept on file as proof of payment

the running total, then another rent, then a light bill or painting statement and so on to the end.

The less you burden yourself with detail the better. Record keeping can become the bane of your existence. With our workmen and suppliers we have evolved a system which has, over the years, eliminated writing millions of checks, typing millions of envelopes and making millions of book-keeping entries. When we owe the plumber, the electrician, the carpenter or painter, we are always sure he will be delighted to stop in at our place, bring his bill, mark it paid and get his money. No check, no stamp, no envelope — and a chance to meet and see our men often. With abstract bills, utility bills and a host of other smaller items, where the offices are all within a block or so from ours, we send someone over with the cash, get a signed receipt and give them the money.

The fear of detail — the probable burden of elaborate systems that need constant watching — keep many men from getting into management, although they agree they should do so. If you keep your system simple, there will be no cause for anxiety. If your ideas are legal and moral, try them. Don't let the fact that you may be accused of horse-and-buggy methods throw you off the track. I am sometimes quite sure that if we slowed the whole thing down to a horse-and-buggy pace we would be better off. By using simple methods you can do a good, sound, honest job of management which you will find is all any intelligent owner asks.

Owner's statement shears management red tape. First, all paid tenants are listed by name, address, date and amount of payment. Disbursements are listed next; both categories are totaled, and the difference is the amount of the owner's check. Vouchers are attached to validate for the owner the amounts paid out

To Mrs. Eleanor Allen  
5242 Aberdeen Street  
Chicago, Illinois



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July 29 1953

By 1 Mo. Rent	Scates	311 Eastern	to Aug.	10	35 00
" " "	Risley	313 Eastern	" Aug.	7	35 00
" " "	Prestel	3925 E. Michigan	" Aug.	1	40 00
" " "	Corey	3927 E. Michigan	" Aug.	5	40 00
" " "	wright	3729 E. Michigan	" Aug.	1	40 00
" " "	Guyant	3731 E. Michigan	" Aug.	1	40 00
" " "	Richardson	2702 E. New York	" Aug.	1	32 50
" " "	Meisenheimer	2704 E. New York	" Aug.	1	32 50
" " "	Weaver	2706 E. New York	" July	17	32 50
" " "	Wade	2708 E. New York	" Aug.	1	32 50
" " "	Emsweller	5029 E. Michigan	" Aug.	1	42 50
" " "	Powers	5031 E. New York	" Aug.	1	42 50
" " "	Rush	448 N. Sherman Dr.	" Aug.	10	40 00
" " "	Lingle	450 N. Sherman Dr.	" Aug.	1	40 00
" " "	Burnworth	452 N. Sherman Dr.	" Aug.	12	40 00
" " "	Deputy	454 N. Sherman Dr.	" Aug.	1	40 00
To Commission				30 25	
June 18	" Water	Michigan		6 20	
18	" water	Sherman Dr.		5 72	
26	" Unstop laundry tubs	3729		6 00	
July 27	" Cement retaining wall	311		122 04	
18	" New vent pyre	448		15 80	
	" Check			418 42	
				605 00	605 00



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## Product Progress

### Painless Painting

A new Essex Super Dip Roll-A-Painter, a three-inch diameter applicator, is being manufactured by the Essex Graham Corporation, Chicago. The roller, which the manufacturers say cuts splash, drip and spray to a minimum, since it makes fewer revolutions per foot and requires less dipping comes in seven- and nine-inch lengths. It is available in dyneel and mohair for oil, rubber, and water base paints and enamels; wool for oil base paints, and frieze for texture painting.

### Double Duty

Libby-Owens-Ford Glass Company of Toledo has developed a new glass seal Thermopane insulating window unit for all-around glazing. It will be manufactured in the smaller standard sizes beginning with 45½ x 25½ inches. The new product will be made of double strength high quality window glass with an air space of 3/16 inch between the panes, which will be blended into a smooth, fire polished edge. Space between panes is filled with dry, clean air to minimize condensation.

### Neo-Classic

American-Standard of Pittsburgh has just announced a group of new design bathroom fixtures. Included are six lavatories and two water closets, all styled to harmonize with the company's Master Pembroke and Neo-Angle bathtubs. Constructed of vitreous china, the new lavatories have a washing area which is wider at the front where it is needed most and gradually narrows toward the back, permitting two, large, cast-in soap dishes on both sides. Overflows are hidden under the front apron.

### Family Size

An 11.2 cubic foot automatic defrosting refrigerator has been added to the 1953 line of the General Electric Company of Louisville. The LD-112, which is designed for large families, has a full width, across-the-top freezer compartment with a capacity of up to 39 pounds of frozen foods. Other features include four aluminum shelves, three of them adjustable and two of them sliding, two large vegetable drawers, four door-shelves and a butter compartment. The interior of the door panel and the breaker strips are finished in a pastel blue.

### If You're Decorating

The National Plastic Products Company of Odenton, Maryland, is making a new high pressure laminate — Nevamar. Available in knotty pine, oak, maple, mahogany, and many novelty patterns, the 1/16" sheets are designed to be used with a plywood base, or they can be adhered to smooth wood or metal surfaces of furniture or existing kitchen units with new pressure sensitive adhesives. The company states that Nevamar is resistant to heat and ordinary household stains.

(Please turn to page 42)

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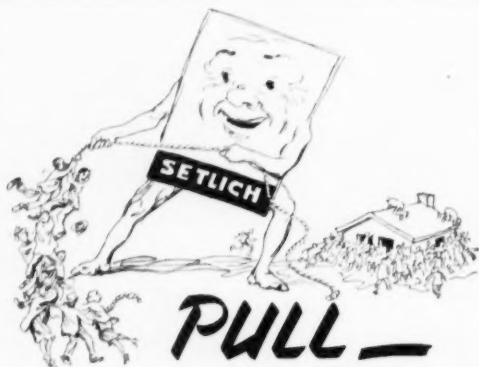
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### Product Progress

(Continued from page 40)

#### Weather Tight

Manufacturers of Curtis Woodwork, Clinton, Iowa, announce that new weathersealing features are embodied in their new Silentite awning window. Spring leaf bronze weather-stripping is set in the head jamb. The rest of the unit is completely weather-stripped with durable, refrigerator-type plastic. Completely non-porous, this plastic weather-stripping fits snugly, creating a weather-tight seal under all conditions, according to the manufacturers.

#### Waste No More

A new automatic gas home incinerator, the Consum-All, is being made by Cribben and Sexton, Chicago. Available for use with bottled or city gas, the incinerator is cylindrical in design. All three models are 37½" high, lined with firebrick, and finished on the outside with white silicon. The company claims they are clean, safe, smokeless, and odorless.

#### Paneltile

New Plastic Corporation, Los Angeles, has added a new tile, Paneltile, to its regular line. This new tile is made in individual 9" x 9" squares with striated front surface and sure-grip diamond back. Eleven colors are available which they claim will not fade, chip, peel off, or discolor. The company also says they are washable, scratch and mar proof, and will withstand heat.

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**COMPUTATION OF SELF-EMPLOYMENT TAX** for a short accounting period, where a change has been made in the period, is based solely on the amount of self-employment income and is not to be annualized as income tax, under Section 47 (c) IRC. (Revenue Ruling 94).

**ELECTION TO USE INSTALLMENT BASIS** in reporting a sale of property must be in the year of sale and exercised in a timely filed Federal income tax return. (Revenue Ruling 93).

**WHEN A CORPORATION PAYS DIVIDENDS IN KIND** in the form of capital assets which have appreciated in value, such dividends are taxable income to the extent of their fair market value — if the corporation has accumulated earnings in an amount equal to such market value.

As an example:

Corporation A has a building, which cost \$10,000 twenty years ago, is worth \$75,000 in 1953.

It distributes as dividends in kind in 1953 the property above mentioned.

The corporation has accumulated earnings of \$70,000. The dividends are, therefore, taxable income to the extent of \$70,000 and the stockholders' basis for their stock holdings is reduced by the difference between the fair market value of the dividends in kind or \$75,000 and the amount of accumulated earnings of \$70,000, or \$5,000. This is a recovery of capital. (19 T.C. —, No. 124. Docket No. 35057, March 19, 1953).

If the fair market value of dividends in kind exceed the accumulated earnings and the value of stockholdings then the excess would be capital gain.

As a personal observation it

seems this decision will create some interesting tax applications.

**A DIVIDEND CHECK IS INCOME** to a corporate official when it is available to him. Delay caused by mailing of check does not defer it to a subsequent year. (Kunze, CA-2).

**FOOD AND QUARTERS OF RESIDENT HOTEL OWNER OR PARTNER** who lives on the premises must be excluded from operating costs of the hotel for federal tax purposes, according to Reve-

nue Ruling No. 80. Included among the costs which must be eliminated are cost of goods, wages, general expenses, taxes, depreciation and other similar expenses.

**LOSS COVERED BY INSURANCE.** A fire occurred in 1941. Full settlement was not received until 1948. Expenses of litigation were deductible in 1948 from the proceeds when the insurance company admitted and settled for its liability. In fact, the actual loss could not be determined until that year. (Jeffrey v. Comm., TC Memo).

**A PARTNER MUST FOLLOW THE PARTNERSHIP RETURN** when reporting his share of capital gains earned by the partnership operation. If the partnership elects to use the installment basis and reports in this manner on Form 1065, the partner must do likewise.

Therefore, in reporting such partnership transactions, careful consideration must be given to the partners' individual tax problems. (Scherf, Jr., v. Comm., 20 T.C. No. 43, May 14, 1953).



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The home building industry is adding a dramatic profile of steel and stone to the skyline of the Nation's Capital. A site is now being cleared in midtown Washington for NAHB's new "National Housing Center." The eight-story, air-conditioned structure will be a showcase of progress in the design, construction, materials and workmanship used in a modern American home. Construction is slated to start September 1.

Enthusiasm for rebuilding America is spreading like wildfire, thanks to the tremendous impetus being given the idea by our two associations, NAHB and NAREB. Fritz B. Burns, Los Angeles, chairman of NAREB'S Build America Better Council, has an article in a recent issue of *Editor and Publisher* citing the role of newspapers in this program by instituting and supporting local drives of local ordinances that outlaw unfit housing.

Booklets outlining the program along with other publicity aids are being distributed by the two associations. But winning public support is only the first step. Putting slum clearance and rehabilitation to work in every city in America is the gargantuan task that lies ahead.

Roscoe Q. Jarrett, Allentown, Pennsylvania, has turned up a new angle for the use of industrial realtors. Abandoned slate quarries near Allentown are being considered by Esso Standard Oil Company as possible fuel oil storage pits. They would be roofed over and pipelines installed. Capacity reaches into the millions of gallons. Jarrett was assigned to handle the real estate transactions involved in acquiring the options for the properties on which the pits are located.

Eric Johnston, motion picture magnate, has been selected by the Society of Industrial Realtors to chairman its Industrial Award Board for 1953. The Society's Industrial Award, a green bronze statuette created by *Prix de Rome* sculptor Alvin Meyer, is presented each year to an industrialist of the United States or Canada who has made a most significant contribution to the industrial development of North America in the public interest.

Shoddy housing for veterans has reared its ugly head again. This time in New Brunswick, New Jersey. A nine-month grand jury investigation hit "jerry" builders and lax city officials both. Municipal engineers also got it "in the neck." Such cases as this have encouraged our lawmakers to force mandatory warranties on our industry. Fortunately, industry leaders have convinced Congress that nearly all unreliable builders have been driven out of business already, and that trustworthy firms now use warranties voluntarily.

If many more cases of shoddy construction crop up, the industry will have the same battle to fight over again. In the new housing bill just signed by the President, a clause which would require builders to issue written warranties was fortunately dropped before the bill was put in final form.

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